LIFE



DUKE'S DAUGHTER

LADY SARAH FITZALAN-HOWARD

SEPTEMBER 8, 1947 15 CENTS

YEARLY SUBSCRIPTION $5.50

REG. U. S. PAT. OFF.

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*Community** presents a new pattern—

Morning Star*



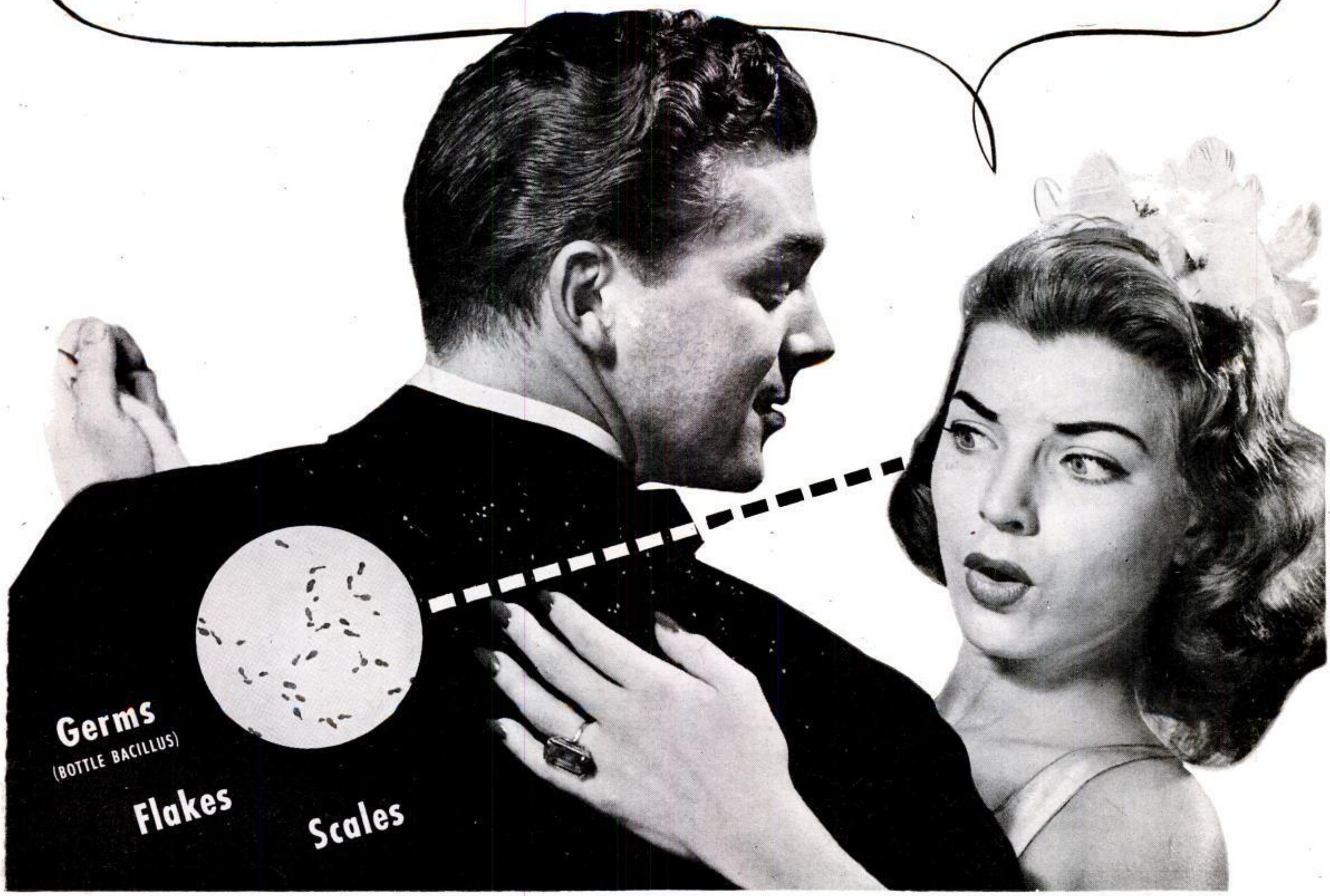
IN THE FINEST SILVERPLATE

A pattern to live with...
a pattern to love...for keeps

PRICED FOR HONEYMOON BUDGETS...AT YOUR JEWELER'S

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COMMUNITY . . . THE FINEST SILVERPLATE . . . ONEIDA LTD., ONEIDA, NEW YORK



You aren't welcome, Mister—Better start today with LISTERINE ANTISEPTIC and MASSAGE!

GOOD old Harry may not know it, but he won't be invited to *her* house again . . . not while he goes around looking like something out of a dermatologist's chamber of horrors.

Don't take chances with infectious dandruff. At the first sign of flakes and scales get started with Listerine Antiseptic and massage. Listerine Antiseptic treats the infection as it *should* be treated . . . with *antiseptic* action. It kills germs associated with dandruff by the million, including the stubborn "bottle bacillus," which many authorities regard as a causative agent in the infectious type of dandruff. It helps get rid of those flakes and scales . . . alleviates itching. Your scalp and hair feel swell.

In a series of tests 76% of dandruff patients showed complete disappearance of, or marked improvement in, the symptoms of dandruff at the end of four weeks of twice-a-day Listerine Antiseptic treatments. And remember, Listerine Antiseptic is the same antiseptic that has been famous for more than 60 years in the field of oral hygiene. Lambert Pharmacal Co., *St. Louis, Mo.*

The TESTED TREATMENT

This One
4375-DUA-B21G

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"Caught you reading over our shoulders!"

cried Dinah Shore









✓✓ Columbia Records

These Popular Artists Record *Exclusively* for Columbia Records

FRANK SINATRA
DINAH SHORE
HARRY JAMES
FRANKIE CARLE
KAY KYSER
WOODY HERMAN
XAVIER CUGAT
LES BROWN
GENE KRUPA
EDDY DUCHIN
BUDDY CLARK
CLAUDE THORNHILL
DUKE ELLINGTON
DICK JURGENS
THE MODERNAIRES
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PEARL BAILEY
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THE CHARIOTEERS
GOLDEN GATE QUARTET
FRED LOWERY
TONY PASTOR
DORIS DAY
THE THREE FLAMES
DELL TRIO
VICTOR BORGE
JANE RUSSELL
ERNIE ANDREWS
SIDNEY BECHET
ROBERT MAXWELL
MARY ANN McCALL
HARRY OWENS
HAZEL SCOTT
ALVY WEISFELD

Trade-marks "Columbia" and ● Reg. U. S. Pat. Off.

AMAZING NEW SAPPHIRE NEEDLE!

It's tailored to fit the record groove for flawless reproduction—for less surface noise, less record wear. Plays up to 10,000 sides. It's the new Columbia "Tailored Tip" Sapphire needle, shadowgraphed for uniform perfection! . . . Only $1.50

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Food bowl cover, food bags



Aprons



Upholstery, slip covers

Baby pants





Garment bags, blanket bags

Golf mitts



Belts, suspenders



Ironing board pads



Rainwear, Umbrellas



Shower curtains, shower caps



Luggage, handbags



Draperies, curtains



Tablecloths



The film that's better than a duck's back—Koroseal

THE proverbial duck's back is a piker compared to *Koroseal* film; a shake after a shower, and it's dry again because it can't absorb any water. That's why it's easy to keep new and fresh looking—dirt doesn't penetrate, so washing is easy. So—raincoats don't get heavy, can even be folded away wet, never stick nor crack. And as they're made of a *Koroseal* film or sheet, wind doesn't penetrate—they are ideal light topcoats as well as raincoats.

Koroseal flexible synthetic has a hundred other uses, too. Upholstery can be washed almost as easily as glass. Garden hose doesn't need to be pampered—leave it out in sun or winter (and it's ⅓ lighter, too). Baby pants are clean with a slosh in soapy water. Shower curtains never peel, never become brittle or paperlike.

Why?

Koroseal flexible synthetic was developed by B. F. Goodrich from limestone, coke and salt. No rubber to be attacked by air, no odor, no pores to soak up water, acids, marks.

Made of tough materials, *Koroseal* itself is tough—in luggage, upholstery, and many industrial applications, it outwears ordinary materials many times over.

Koroseal products can be made in any color, any form or shape, any degree of hardness from bone hard to soft, flexible film. It can be used alone or as a thin protective coating on fabrics or paper.

Dozens of articles made of *Koroseal* materials are in stores now; more will follow. Naturally, anything so revolutionary already has imitators, so to be sure you get all *Koroseal's* advantages, be sure of the *Koroseal* label on every article. The B. F. Goodrich Company, Akron, Ohio.

Koroseal

Trade Mark—Reg. U.S. Pat. Off.

B.F.Goodrich

flexible synthetic

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1. **"No more arguments** over covers!" smile the Clifford Smiths. The Two-Control Automatic Blanket—exclusive with General Electric—is made especially for couples who like *different* degrees of sleeping warmth. Two controls, one for each half of the blanket, function independently. *He* selects *his* sleeping temperature. *She* selects *hers*. Both are snug under *one* feather-light covering!



2. **Completely automatic!** General Electric's Bedside Control is small, compact. Set it ONCE A SEASON for the coziness you like. When room temperature drops, Control automatically sends more warmth into blanket—when temperature rises, Control sends less warmth into blanket. Bed is *prewarmed—stays sunny-warm all over!*

The Smiths of Roslyn, N. Y. cheer for General Electric's

AUTOMATIC SLEEPING COMFORT

"It's swell! Cosy, restful sleep all night!" They say, echoing the enthusiasm of more than 500,000 users of the General Electric Automatic Blanket!



3. **Experts!** Electrically warm equipment is nothing new to General Electric—or to Clifford Smith. Mr. Smith, who piloted a B-24 tanker on 50 flights "over the hump" (from India over Burma to China) models the General Electric flying suit that took crew members safely through sub-zero temperatures. "It sold me on the automatic blanket," he said.



4. **"So economical!"** points out Mrs. Smith. ONE General Electric Blanket (about 5 pounds) takes the place of THREE ordinary blankets (about 15 pounds). Saves storage space, saves buying winter night clothes. Cuts laundry bills (washes beautifully—certified washable by The American Institute of Laundering). Operating cost, about two cents a night.



5. **Size to fit every bed!** One-Control or Two-Control Models, 72 by 86 inches (for three-quarter or double beds), $39.95 and $49.95, plus tax. *New, exclusive twin-bed size*, 66 by 86 inches, $37.95, plus tax. Luscious shades of rose, cedar, green, blue. Ask at department or furniture stores, electric service companies, your General Electric Retailer's. General Electric Company, Bridgeport 2, Conn.

• • •

Made to rigid General Electric safety standards—and approved by Underwriters' Laboratories, Inc.

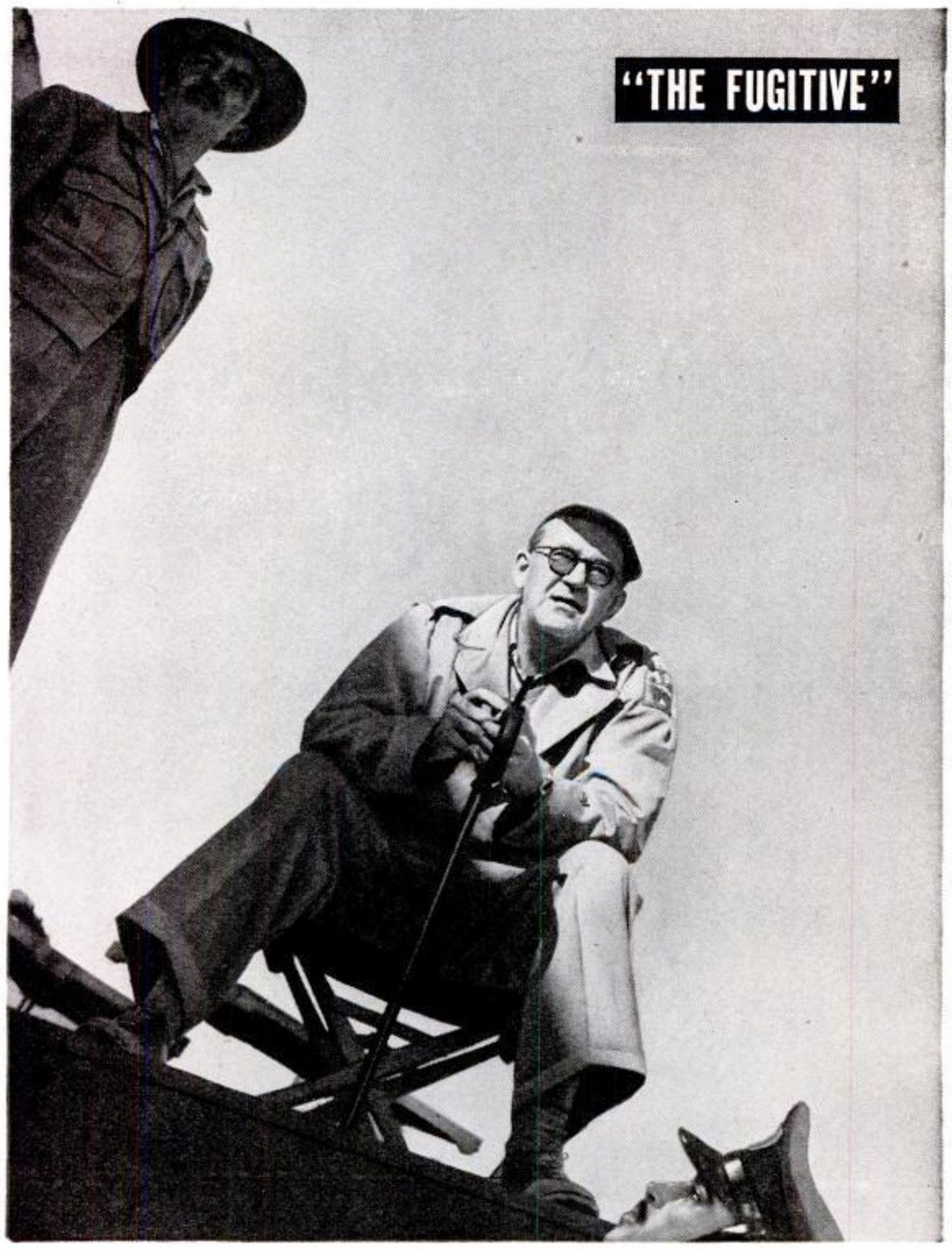
GENERAL ELECTRIC

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RKO's PIC-TOUR OF THE WEEK



IMPASSIONED love scenes that more than fulfill script requirements are enacted by DANA ANDREWS and sloe-eyed MERLE OBERON for RKO's *Memory of Love*. This closeup is warm example. Star cast includes ETHEL BARRYMORE. Magnificent music adds further distinction.



JOHN FORD, three-time Academy Award-winning film director, caught by camera on location in Mexico. This unique study was made during filming of *The Fugitive*, which stars HENRY FONDA, DOLORES DEL RIO, PEDRO ARMENDARIZ. A John Ford-Merian Cooper Argosy Production.



JOHN WAYNE, tough guy, is good to his pigeons. At a time like this, they're nice to have around. They help him get what he wants and he wants LARAINE DAY. Scene from RKO's *Tycoon*, spectacular story of tunnel and bridge building in the South American wilderness, filmed in Technicolor.



ANGRY WORKERS mill about MARTHA SCOTT and child, resentful of wrongs her father inflicted on them. Tense scene from James Hilton's *So Well Remembered*, filmed in England. Star cast includes JOHN MILLS, PATRICIA ROC, TREVOR HOWARD and RICHARD CARLSON.

THESE BIG RKO PICTURES WILL SOON BE SHOWN AT YOUR THEATRE

RKO RADIO PICTURES

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"PROTECTING THE AMERICAN HOME"



A doctor rides for his life

HE WAS a plain country doctor. But to the early settlers around Danby, Vermont, he was almost a god. No call was too distant . . . no hour too late . . . for Adam Johnson.

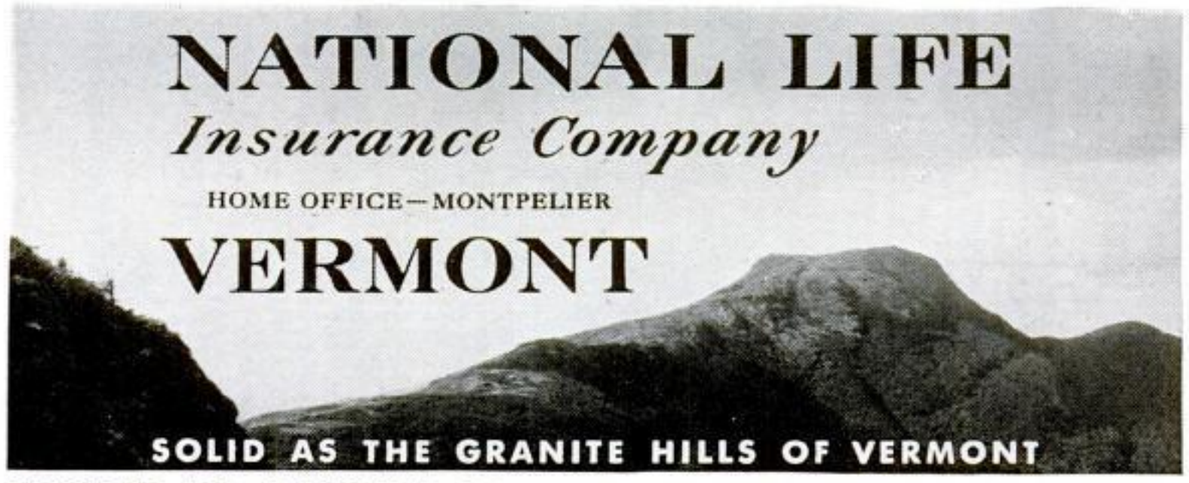
Once, homeward bound after a long day in the saddle, the doctor was set upon by wolves — lean . . . swift . . . hungry. Finding his spent mount unable to outdistance them, he hurled his saddlebags into the midst of the pack. And, as the wolves fell to fighting over the booty, Dr. Johnson made good his escape.

With such resourcefulness a stark necessity, pioneer Vermonters grew up a sturdy, self-reliant lot. Small wonder then that, having beaten back the wolves of the forest, they moved next against the wolves of the mind — the gray shapes of poverty and despair that close in on homes and families when men die.

They found what they sought in life insurance. And typically — for they were men who had always dealt with life on a community basis — they made theirs a mutual company, in which the policyholders were the owners and shared in its growing prosperity.

Today, Americans still appreciate the wisdom of those rugged virtues of earlier times — thrift, foresight and mutual self-help. In ever-increasing numbers they have turned to National Life — have entrusted to this strong, 97-year-old company the financial protection of their families' futures.

NATIONAL LIFE
Insurance Company
HOME OFFICE—MONTPELIER
VERMONT



FOUNDED 1850 · A MUTUAL COMPANY · OWNED BY ITS POLICYHOLDERS

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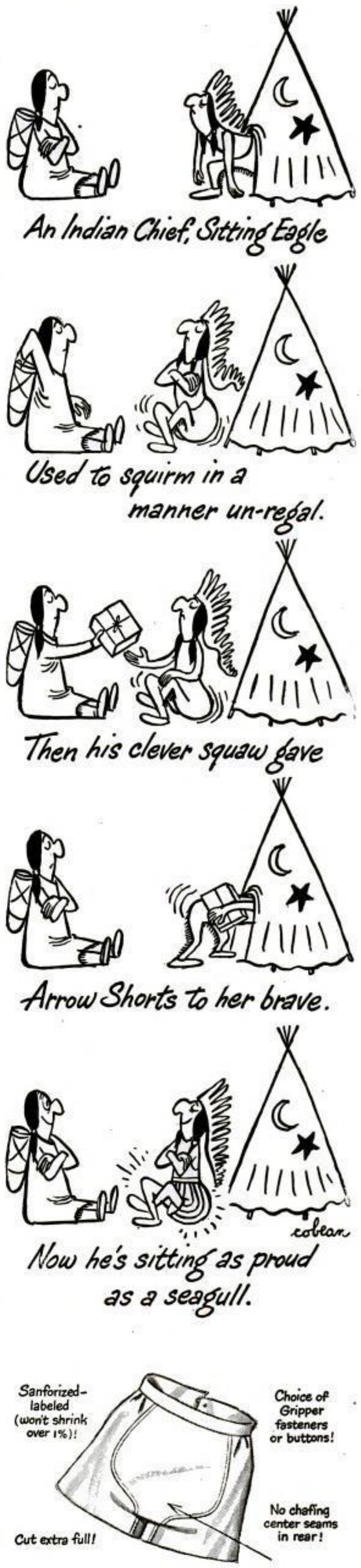
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ELSIE HAS A NEW BABY BOY

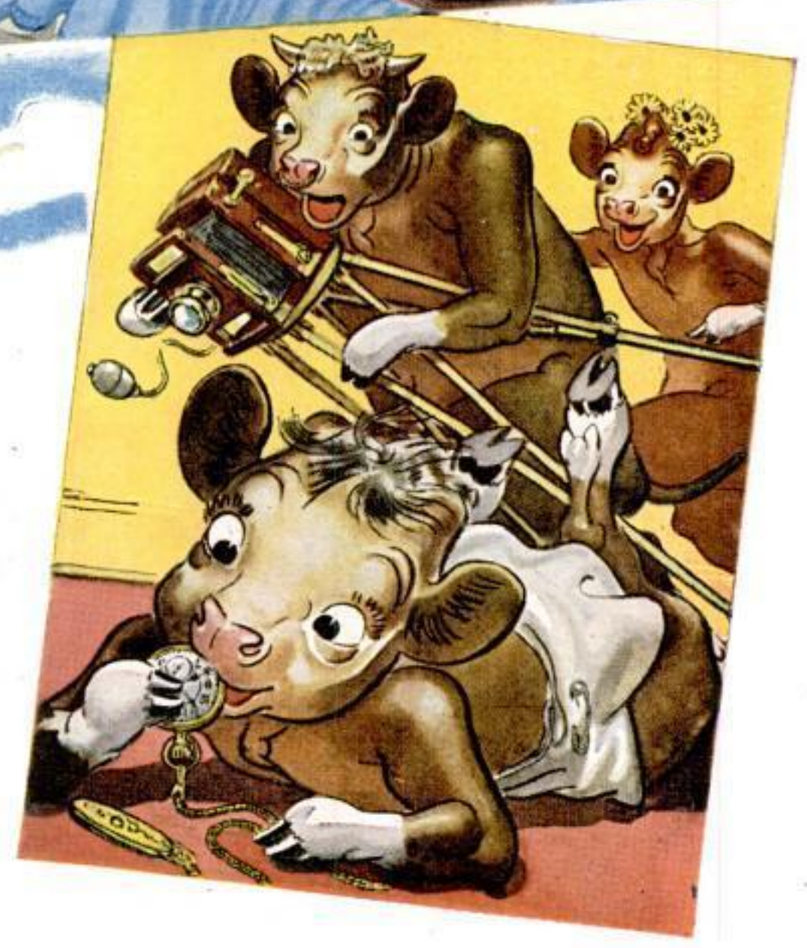


Give him a name!

$25,000.00

in cash prizes!

(including dealer prizes)



Here's the chance of your lifetime to win a nice big slice of cold cash—and have a lot of fun at the same time!

Send Elsie a name for her new baby boy—the cute little tyke above. And write 25 words giving your reason for picking the particular name.

The lucky person who sends in the winning entry walks off with $7,500! . . . Second and third prizes $1,000 each. And more than 800 *additional prizes* in ready-to-spend *cash!*

If you have several names you think might fit Elsie's baby, send 'em all in—you'll have *more* chance to win. Just remember to accompany each entry with a label, box top, bottle top—any mark of identification—from any one of the great family of Borden Foods.

Please help Elsie NOW!

Contest closes midnight, October 31, 1947!

Use the coupon on this ad or secure an official entry blank from your store where you buy Borden products, or write on your own stationery.

Read these rules!

1. Send in a first name for Elsie and Elmer's new baby boy calf. Then in 25 additional words or less complete the statement: "I suggest this name for Elsie's baby because . . ."

2. Use the coupon in this ad or secure an official entry blank from your store where you buy Borden products, or write on your own stationery. Print clearly your own name and address (also your age and name of your school principal if you are under 14), and the name and address of merchant from whom you buy Borden products. Let your storekeeper help you . . . then, if you win a prize, he wins one too. Write on one side of paper only.

3. This contest is open to any person in the continental United States . . . except employees of The Borden Company and its subsidiaries and affiliates, its advertising agencies and members of their immediate families. Contest is subject to all Government regulations.

4. Submit as many entries as you wish, but each entry must be accompanied by a label, bottle cap, box top, or any other mark of identification from any Borden product.

5. All entries must be the original work of the contestants, submitted in their own names. No more than one prize will be awarded in one family.

Mail your entries to:

Elsie's Contest
P.O. Box 18
New York 8, N. Y.

Entries with insufficient postage will not be accepted.

6. Entries will be judged by the judging staff of The Reuben H. Donnelley Corporation. The name will be selected on appropriateness and originality. The statement will be judged on sincerity, logic and aptness of thought. Duplicate prizes awarded in case of ties. Age will be considered in judging entries of children under 14 years. The decision of the judges will be final. No entries will be returned. All entries and ideas therein become the property of The Borden Company, which shall have the right to use, with contestants' names, in Borden Advertising.

7. The contest closes midnight October 31, 1947 and all entries must be postmarked before that date and received before November 15, 1947.

8. The Borden Company will have notices mailed to winners. A complete list of winners will be sent to all contestants requesting one and sending a stamped, addressed envelope. The Borden Company will decide whether or when to announce any winning names for the calf.

First Prize	**$7,500**
Two Prizes	**1,000 each**
Three Prizes	**500 each**
Twenty Prizes	**100 each**
Eighty Prizes	**25 each**
Three Hundred Prizes	**10 each**
Four Hundred & Five Prizes	**5 each**
	$20,025
Plus Dealer Prizes of	**4,975**
Grand Total	**$25,000**

Grand prize
$7,500.00



Borden's

ENTER NOW!

ELSIE'S CONTEST . . .
P.O. Box 18, New York 8, N. Y.

My name for the new calf is_____

Name_____

Street address_____

City_____ State_____

My 25-word statement is attached. Also name and address of dealer from whom I buy my Borden Products.

© The Borden Company

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An interpretation of Till Eulenspiegel's Merry Pranks, by Richard Strauss, painted for the Capehart Collection by Walter Reinsel. Till was a legendary medieval character, whose gay misbehavior has delighted peoples of many centuries. The artist has chosen to portray Till, in ghostly form, as a prankster, wearing the dunce's cap; as a "gallant," and chivalrous knight; and, at the left, as an imitator of dogmatic professors. To the right of the canvas, Till rides through the market place, upsetting baskets. Village women chase him, and windows open in excitement.

What he had in mind Quarter note, half note, arpeggio and coda march across the score. But how nearly can a phonograph-radio reflect, in your home, the inspiration of the composer? Owners of the new Capehart know. For this magnificent instrument captures the beauty of great music with unforgetable clarity. It interprets faithfully the fragile echo of the flute, the depths of the cello, the serene call of the strings. The world's finest instrument for musical reproduction, the Capehart declares by every note precisely what the composer had in mind.

THE CAPEHART



In every community, there are those who appreciate, and can afford, the fine things of life. Among such people, one of the proudest possessions is the Capehart. This phonograph-radio has a tone unmatched in music: the revolutionary new system of reproduction, Capehart's alone, recreates the original violin, piano, flute, or human voice. Capehart's exclusive record-changer plays up to 16 records (32 selections) 10-inch and 12-inch, intermixed, continuously turning them. Illustrated is the Chippendale. The new Capehart—**$1145** to **$1750.**

THE PANAMUSE

Closely associated with the Capehart, by reason of background and engineering, is the Panamuse by Capehart. This fine instrument is built by the same engineers who create its more expensive companion. Yet, for all its beauty of line and tone, its skilful engineering, the Panamuse is modestly priced. The Modern is illustrated, a cabinet clean of line, free from ornamentation, finished in luxurious bisque or cordovan. The exclusive Panamuse record-changer plays twelve 10-inch, or ten 12-inch records. Panamuse by Capehart—**$365** to **$800.**



Visit your Capehart dealer to hear these superlative instruments, or to inquire about reproductions of paintings in the Capehart Collection, available at nominal cost.

N. W. AYER & SON

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

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THE SMART BACK-TO-SCHOOL PENS



WHICHEVER YOU LIKE...YOU'LL LIKE WEAREVER

Wearever's new back-to-school pens — ball point or conventional point — are the talk of young America. They're the brightest, writin'-est pens ever, precision built inside and out by America's largest fountain pen manufacturer. Yet priced so low that most youngsters can afford 'em out of their own allowances. For smart value, ask for Wearever. Made by David Kahn, Inc., North Bergen, N.J., founded in 1896.

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WEAREVER*

LETTERS TO THE EDITORS

THE AMERICAN CHARACTER

Sirs:

I rise to the bait of Mr. Geoffrey Gorer's study of the American character (LIFE, Aug. 18). I cannot imagine where the author did his field work for his book; either he has missed entirely the truly representative sections of our population or, like the child in *The Snow Queen*, he has an evil fragment of the goblin mirror in his eye and views all the world with warped vision.

In all fairness it must be admitted that some of Mr. Gorer's concepts of fundamental American characteristics are correct, but his tortuous logic in explaining the causations of our behaviorisms baffles me. I take most vigorous exception to the following points.

First: the rejection of authority on an antifather basis. Why be Freudian about it? We reject authority for exactly the same reason that many of our immigrant ancestors did; in the bold glare of history we have seen that prolonged individual authority or power *can* be "bad and dangerous," as proven by the Napoleons, Hitlers and Mussolinis of Europe. . . .

Second: our "efforts" to reduce figures of importance to people "just like anybody else." It is no doubt difficult for the citizen of any other nation to understand that this process is no effort for us. Our enormous and unalterable conceit rather than a sense of inferiority makes it possible for us to believe that we are the equals of the men of power.

Third: the lack of father-authority in the American home. We are primarily an industrial nation, where the father spends most of his child's waking hours away from the home. Quite obviously the burden of the child's discipline falls upon the mother; I daresay that the father does not exist anywhere in this world who can exert authority over a sleeping child. However had Mr. Gorer looked more closely he might have found that the father is still the ultimate authority of the family; all really important disciplinary decisions are reserved for his homecoming. . . .

Fourth: the lumping together of America's middle-aged women into one unlovely mass. Many of our middle-aged women are neither falsely youthful nor without style; they possess both charm and intelligence. And since when has the pursuit of knowledge and wisdom been worthy only of ridicule? . . .

Fifth: the notion that American

CONTINUED ON PAGE 12

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To see the world
To eyewitness great events

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L-9-8

(Mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill. Or give it to your newsdealer)

ENJOY BETTER HEARING LONGER!

WITH

"EVEREADY" "MINI-MAX" BATTERIES!

HERE'S real help to make your hearing aid perform its best: "Eveready" "Mini-Max" batteries with the extra power capacity to give you *proper full-volume operation!* Revolutionary inner construction, with *no waste space* between cells, gives you this *extra battery life* in the same, or *smaller,* space.

Ounce for ounce, the greatest energy producers . . . size for size, the most compact . . . penny for penny, the most economical, "Eveready" batteries *save you money!* Get them from your hearing-aid dealer.



ULTRA-SMALL hearing aids (new sets with amplifier and batteries in one unit) and others with clips for two-unit instruments are designed around these "Eveready" batteries. #412-E "B" battery at left, smaller than a box of safety matches, delivers 22½ volts. (Similar "Eveready" 15- and 30-volt types also available.) "Eveready" "A" battery (#1016-E) matches "B" battery in size.

FOR OTHER modern hearing aids of the single-unit or double-unit type, this "Eveready" #420-E "B" battery delivering 22½ volts, together with this "Eveready" #1035 "A" battery, offers long life and economy. (15- and 30-volt "Eveready" "B" batteries are also available.)





THESE NEW small "Eveready" batteries can be used with all existing vacuum-tube instruments employing 22½- and 30-volt separate plug-in "B" batteries. Ask your hearing-aid dealer about them. The 30-volt "Eveready" "B" battery (shown at left) is #430-P and the companion "A" battery (right) is #1040-P. The same high "B" capacity is also available in 22½ volts.

HEARING-AID USERS requiring a heavy-duty 45-volt "B" battery obtain exceptionally long life from the "Eveready" #455-P battery (left). The "Eveready" #1052-P (right) is the companion "A" battery. (A 33-volt "Eveready" "B" battery is also available.)



The registered trade-marks "Eveready" and "Mini-Max" distinguish products of

NATIONAL CARBON COMPANY, INC.

30 East 42nd Street, New York 17, N. Y.

Unit of Union Carbide and Carbon Corporation

UCC

EVEREADY (TRADE MARK) MINI-MAX HEARING-AID BATTERIES

National Carbon Company, Inc., Dept. L-7
30 East 42nd Street, New York 17, N. Y.
Please send FREE new booklet, "Progress Toward Better Hearing."

Name _____
Street _____
City _____ *State* _____

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DONNET
Black or Town brown calf

Worth a Fortune to Your "Your Footprint in the finest Matrix



Elegant in detail, into the new Matrix shoes has gone the most advanced styling, the choicest quality of leathers, the finest lasting, the most exquisite craftsmanship in the history of our shoe making. Truly, they are worth a fortune to your feet.

For into the sole of each of these beautiful Matrix shoes is moulded a gentle curve-for-curve copy of the bottom of your foot. It's "Your Footprint in Leather" . . . the exclusive fashion-comfort feature found only in Matrix shoes.

E. P. REED & COMPANY, ROCHESTER, N. Y. **Reg. U. S. Pat. Off.*

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NAOMI
Black or brown suede



VALDA
Black or brown kid; black suede



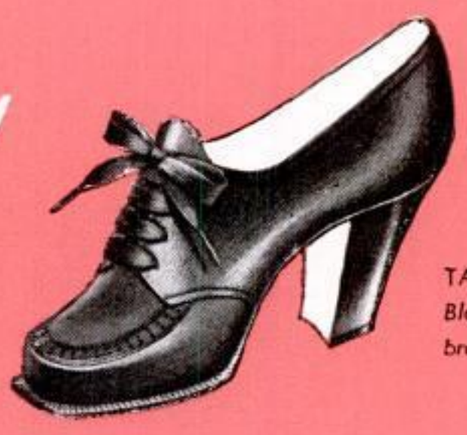
TREVOR
Black or mink brown calf

Feet in Leather" *



CORDELIA
Black or brown suede

Shoes you've ever known!



TALBOT
Black or Town brown calf

Judge for yourself the wonderful new values in these Matrix shoes. Hold them in your hand, look them over carefully, try them on. Your feet will tell you these are the most comfortable, best fitting shoes you've ever known.



KENWOOD
Kid, patent trim



PAMELA
Black or brown suede

MATRIX SHOES PRICED $14.95 TO $16.95

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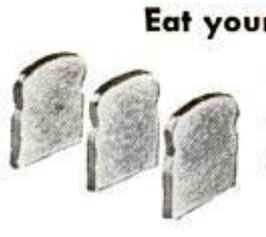
Who's boss at breakfast — you or your Toaster?



See the General Electric Automatic Toaster at your dealer's. **$18.95** (plus tax)

Now General Electric Automatic pops toast up—or keeps it warm till *you're* ready!

Eat your toast when YOU want it!



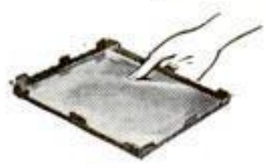
This General Electric wonder has a special new feature: it will keep your toast hot and crisp till you're ready for it . . . or pop it up if you choose.

Toasts each and every slice to YOUR taste.



Light, medium or dark. Just set the knob—and this General Electric Toaster takes over. Doesn't matter if you're toasting one slice or twenty!

So quick to clean!



This General Electric Toaster has a snap-in crumb tray for cleaning that's quick and easy! The tray snaps in and out . . . can be wiped clean in 10 seconds! General Electric Company, Bridgeport 2, Conn.

Toast to your taste—every time!

GENERAL ELECTRIC

LETTERS TO THE EDITORS

—CONTINUED—

children are raised by books and experts. The majority of young mothers of my acquaintance *do* consult the specialist and read the book *before* the arrival of the baby. Then, sometime during the first week at home after the birth of the child, they throw the book away. . . .

Sixth: that nasty, snide remark about our fear that want and starvation will result if we send any of our goods, resources or money to our less-fortunate brother nations. Dear Heaven, what does the man want, our very flesh? . . .

Seventh: our conviction that to be loved is to be successful. Success is a flexible word, with many definitions, and surely the desire for friendship and love as a goal in life is not indigenous to America. To quote another Englishman, W. Shakespeare, ". . . that which should accompany old age, As honour, *love*, obedience, *troops of friends*"; those words were spoken by a gentleman named Macbeth who had achieved a very different kind of success and found it dust and ashes. . . .

I am not a "cultural anthropologist," but I'm quite willing to bet my best juke-box slug that I could write a book about the "English character" without visiting England that would sound just as pedantically logical and learned as Mr. Gorer's worthy tome—to everyone but an Englishman!

BARBARA BEACH

Ashland, Ohio

Sirs:

I am definitely *not* amused and am fed to the teeth with articles written by Englishmen such as Geoffrey Gorer, who come to this country and carefully "analyze" the "character" of the U.S. and then tell us what is wrong with America and the Americans. . . .

LOUISE MASON

Omaha, Neb.

Sirs:

I am an Englishwoman, married to an Englishman. We have lived in America for 25 years. I thought my inherent British characteristics included a sense of fair play. Maybe that has gone out of style in England since I left—in which case, Mr. Gorer, I'll take American baseball. . . .

I doubt whether a similar article written by an American would be printed and read by the British; certainly it would not be received in the same manner. We are aware of and are trying to correct our adolescents' manner of "dating," but we do know that our boys will not be accosted on the streets by American girls as are Britishers on the London streets. Our middle-aged women have the time, the freedom and the warmth of heart to sew and pack and send thousands of packages to Europe and England. Even before the war English women would have had to ask for permission and money from "Dad" to do the same thing, or else just have left it to Lady So-and-So or the vicar's wife. . . . I wish we might have the able Gluyas Williams depict, as typically as he did the fatuous members of our men's clubs, the expressions of the participants of a British cricket game, the languid air of superiority and boredom. . . .

MRS. W. L. CHRISTON

Bronxville, N.Y.

● Let Reader Christon see pages 133 *et seq.*—ED.

CONTINUED ON PAGE 15



EXCITING BY DAY OR NIGHT

GOTHAM GOLD STRIPE NYLON

*FRIV-O-LACE**

New and delightful—a ring of decorative lace just below the Gold Stripe! Gotham presents it in "Friv-O-Lace," a sheer 30 denier all nylon stocking . . . in PRALINE, a flattering Fall shade. Buy these stockings at your favorite store. If not obtainable, use coupon below.

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200 Madison Avenue, New York 16, N.Y.
Gotham Hosiery Company of Canada, Limited
Dominion Square Building, Montreal

GOTHAM HOSIERY COMPANY, INC.—DEPT. L98
200 MADISON AVENUE, NEW YORK 16, N. Y.

I would like to buy the stockings illustrated "On A Pedestal." Please send me, through a local store, one pair Gotham Gold Stripe "Friv-O-Lace" in 30 denier nylon, PRALINE, Style 4304, at $1.65 a pair. My size is.....I enclose Check.....or Money Order..... (Don't send stamps.)

NAME_____

ADDRESS_____

CITY_____ STATE_____

Coupon orders filled only in the U. S. A.

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"Ford's out Front," says the Wise Old Owl

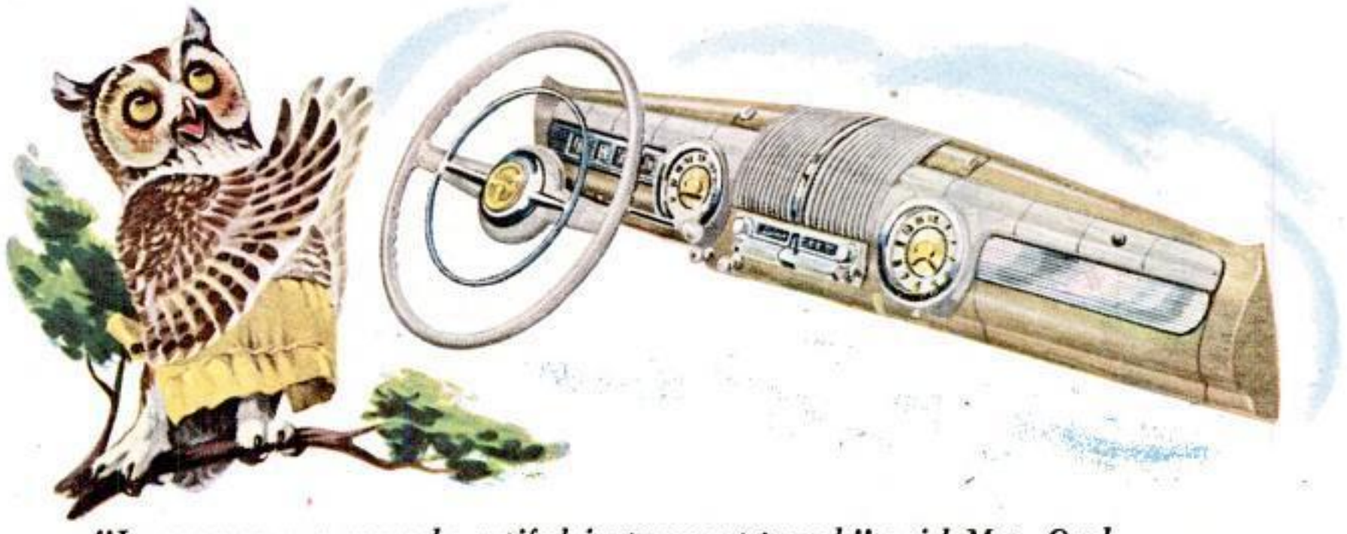
(AN INTERVIEW)

"I DON'T give a hoot for gimcracks," the Owl said, blinking, "I'm a practical man, I am, and I want a car that I can depend on. Now you take the 1947 Ford line—there are cars that suit me perfect and I'll tell you why.

"First, you get your choice of engines," and here he raised his eyebrows, "no other car in Ford's class lets you take your choice of either a V-8 or a Six.

"Then there's the matter of brakes," he went on. "They call 'em 'King-size' and that's what they be—with more braking area than any other car in Ford's class. The hydraulic feature makes 'em easy to apply, too!

"And, as to economy—well, I have a Scotch Grouse friend who tells me it's Ford's 4-ring aluminum pistons and balanced carburetion that save a pretty penny on both gas and oil."



"I never saw a more beautiful instrument panel," said Mrs. Owl.

"But what about Ford BEAUTY," we asked. "Don't you have an eye for BEAUTY or are you too practical for that?"

"That's the wife's department," he replied solemnly, "but I can tell you she keeps me up days raving about Ford's longer, lower look, about the glamorous interiors and such. It's enough to drive a practical man mad."

"What are your views on safety?" we asked.

"If you are referring to Ford's 'Lifeguard' body I can tell you it's sound—really sound. But that's what you'd expect from the Ford people—thoroughly practical people. That's why Ford's out Front—and if you'd ask me I'd say they're out Front to stay!"

And with that, the Wise Old Owl blinked wisely and flew away!

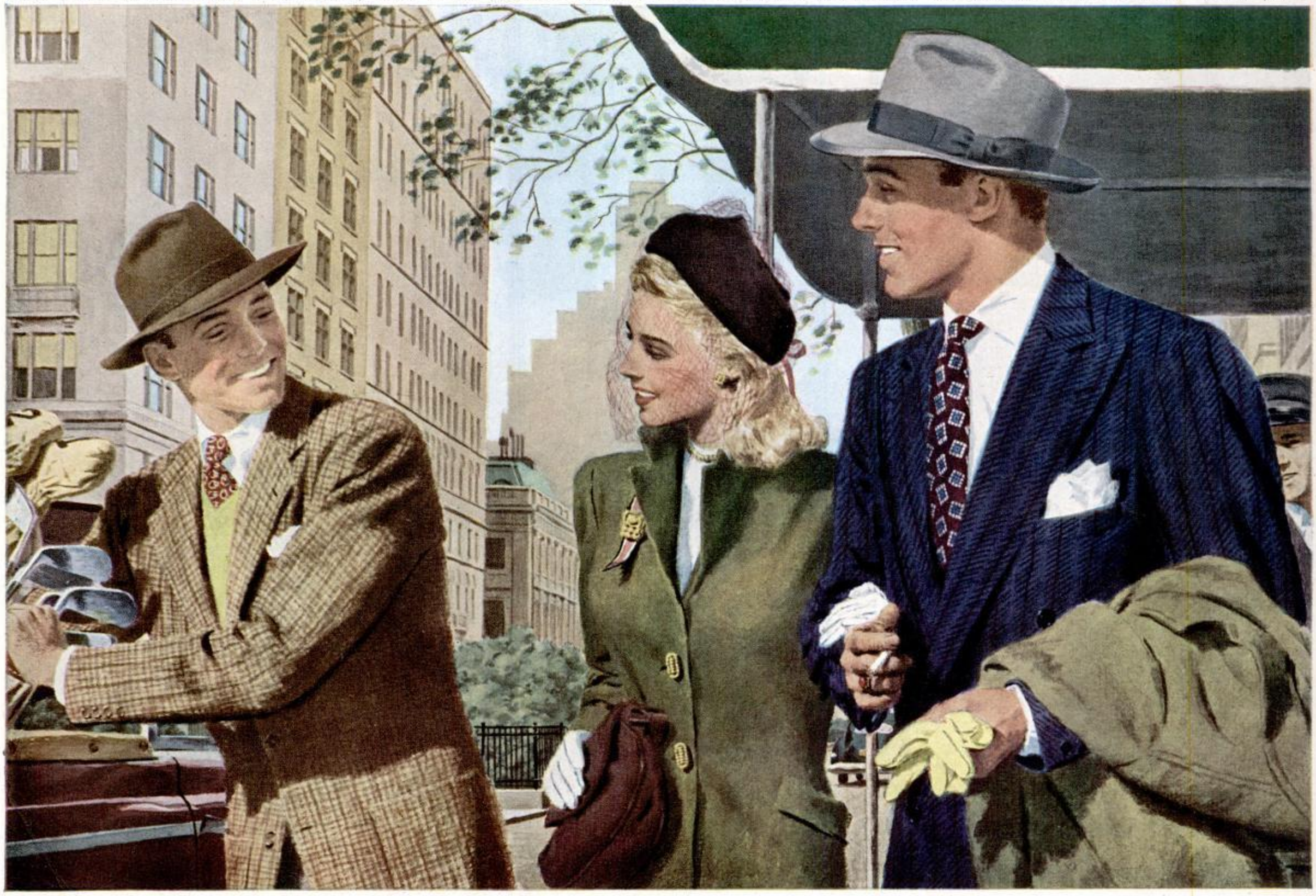


"For savin' gas and oil ye canna beat 4-ring aluminum pistons," said the Scotch Grouse!



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THE GIRL IS WEARING A STETSON, TOO. IT IS CALLED PLAZA, $12.95. STETSON MILLINERY FASHIONS ARE PRICED FROM $6.95.



How to look like $1,000,000

heading for the country
stepping out in town

It should be obvious from the picture that neither man would be nearly so well-turned-out in a "Jack-of-all-trades" hat.

The golfer, for example, tops his country outfit with a hat to match—the Stetson *Casual*...while the chap who's going out on the town dresses up to the occasion with his Stetson *Whippet*.

Note the details of the outfits below. The trick in dressing well is picking clothes, including your hat, with an eye for the occasion. Prices of Stetson Hats start at $8.50.



FOR SPORTS CLOTHES: *The Casual*

The Stetson *Casual* ($10), a sporty, soft-finish hat with a narrow woven band is ideal. In cork color, it goes—like spruces on a lawn—with a tan tweed sports jacket, button-down oxford shirt, foulard tie, and gray slacks.



RIGHT FOR TOWN: *The Whippet*

You start on the right foot (so to speak) in the popular, perfectly proportioned Stetson *Whippet* ($10). A sterling gray Whippet looks elegant with your blue worsted suit, white broadcloth shirt, and maroon figured tie.

Wear the right hat for the occasion!

STETSON HATS

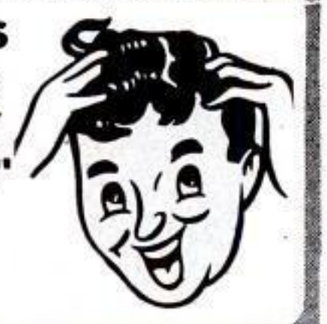
More people wear Stetson Hats than any other brand. Stetson Hats are made only by John B. Stetson Company and its subsidiary companies in the United States and Canada.

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SCALP FEEL TIGHT AS A DRUM ?

LET FITCH'S IDEAL AND THE "JIFFY RUB DOWN" LOOSEN IT UP





THEN LOOK AND FEEL EXTRA WELL GROOMED!

Fitch's Ideal makes your scalp tingle with the feeling of new life and PEP. Relieves itching. Relieves loose dandruff. Not sticky or greasy. Use it daily.



Fitch's

Guaranteed by Good Housekeeping

IDEAL HAIR TONIC





Merry-Go-Round

A PETER PAN BRA

Merry-Go-Round encircles your bust with glamour —transforms a small bust into alluring, feminine curves—gives a full bosom youthful, firm contours. Circles of stitching support the bust—patented Circular Bias molds the bust. The secret's in the circle!

For FREE Booklet, "Your New Guide to Bustline Beauty," Write Dept. L-4

PETER PAN 116 EAST 27 ST., N. Y. 16

LETTERS TO THE EDITORS

CONTINUED

Sirs:

Though I rather hate to admit it because I found myself depicted time and again in Geoffrey Gorer's article, it struck me that his amusingly illuminating analysis was astonishingly accurate.

MURIEL G. CLARK

Kent, Ohio

Sirs:

Gorer's study was well written, informative, interesting and, unfortunately, true. I suspect, however, that Mr. Gorer hasn't included the American veteran in his research. He won't see us ignoring legs. As for the other associated matter, has he seen *The Outlaw?*

WILLIAM S. GEIGER

State College, Pa.

Sirs:

. . . Somewhere Sigmund Freud is chanting, "Ach, to be in England, now that Gorer's there."

NORMAN DAVEY

Winsted, Conn.

Sirs:

Congratulations on Gorer's article about the American character. It is an excellent job.

MARGARET HALSEY

New York, N.Y.

● Reader Halsey can well understand the indignant reaction of some Americans to Mr. Gorer's analysis. In 1938 she wrote *With Malice Toward Some*, a biting commentary on the British, which roused similar indignation in England.—ED.

HURD'S SOUTHWEST

Sirs:

Peter Hurd's paintings of the Southwest (LIFE, Aug. 18) came with a shock of pleasant surprise. I was particularly taken with the first painting of boys swimming in a cattle tank, as I was reminded of happy times of my own, similarly occupied, on the ranch of friends in the brush country of southwest Texas, near the Rio Grande.

I recollect one occasion on which a good friend and I submerged all but our heads, which we endeavored to make as vulturine in appearance as possible in hopes of capturing a pair of buzzards winging their way into the tank for a drink. . . .

I have other pleasant memories of nights spent on the platform of *papalotes*, as windmills are called in southwest Texas, waiting for coyotes and jaguars to come to drink at the tanks below. In the early mornings little Inca doves would come shooting in, in small flocks, and waddle over the sands to drink from the overflow. Surely the cattle tank is the center of life in an arid land.

As one who has suffered some inconvenience when, after several windless days, the tank waters started to turn green and bad, I am inclined to wonder why, if Mr. Hurd has lived in the Southwest all his life, he shows in his painting water running from the pipe when the wheel is still. It is true that when the *papalote* has been running steadily for some time water will continue to run for a short time after the wheel stops, but when it is running only in gusts and starts, it takes a while for the water to start up again, and it stops as soon as the wheel does.

RODGERS D. HAMILTON

Pittsburgh, Pa.

CONTINUED ON NEXT PAGE

IT HAPPENS IN

TWO SECONDS

Within two seconds after starting his motion, a ranking tennis player sends the ball streaking through space at 85 m.p.h.



Test shows how fast Bayer Aspirin disintegrates in your stomach.

And as this glass-of-water test proves, within two seconds after you take Bayer Aspirin, it's ready to go to work, to bring

FAST PAIN RELIEF

Bayer Aspirin's amazing speed—the result of **three manufacturing steps instead of only one**—is mighty important when you have an ordinary headache, neuritic or neuralgic pain. For when you're suffering, you want really *fast* relief. And Bayer Aspirin gives it to you because it's actually ready to go to work in *two seconds*.

In addition, Bayer Aspirin's single active ingredient is so remarkably effective **doctors regularly prescribe it for pain relief . . .** is so wonderfully gentle to the system **mothers give it even to small children** on their doctors' advice.

So be sure you buy *Bayer* Aspirin. **No other pain reliever can match its record of reliability . . .** its record of use by millions of normal people—without ill effect. Remember—*Bayer* Aspirin is one thing you can take with *confidence*.

Always ask for genuine

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1. You're not yourself when your eyes are tired, strained, annoyed by glare. Not yourself when poor vision cramps your style at work and at play. Strained eyes may bring you headaches, jangled nerves, wasted hours. Make sure about *your* eyes. *Have them examined today!*

See yourself as others see you!



2. Three benefits for you! You feel better, look better, live better, when you *see* better. Keener, more comfortable vision is yours when you take advantage of the professional knowledge and skill of the Optometrist, Ophthalmologist and the technical services of the Dispensing Optician. When Soft-Lite Lenses are prescribed, visual comfort is increased through freedom from glare.

Your eyes make the difference—have your eyes examined regularly!

Soft-Lite Lenses

FOR YOUR EVERYDAY GLASSES

Professionally prescribed for eye-correction *plus* glare-protection to make seeing more comfortable, Soft-Lite Lenses are slightly flesh-toned—look better on you. There is only one Soft-Lite—identified by this certificate.



Soft-Lite Lens Company, Inc., New York • Toronto • London

LETTERS TO THE EDITORS

CONTINUED

Sirs:

. . . Maybe wells work that way in New Mexico, but any west Texan will tell you that water "jest don't come outa a well without it pumpin'."

KIRBY MASTERSON
Henderson, Texas

Sirs:

I suppose a few thousand people have pointed out that in Peter Hurd's man-made oasis, while "on this hot day no breeze turns the idle windmill," yet a splendid stream of water is pouring out of the pump spout.

HOWARD BARNES
Painesville, Ohio

● For the several hundred readers who have pointed out the seeming discrepancy, the following wire from Artist Hurd:

SIRS:

BET YOUR IMPULSIVE CRITICS DON'T COME FROM THIS PART OF THE COUNTRY. ANY PLAINSMAN WOULD REALIZE THE BREEZE HAS DIED ABRUPTLY, THE WINDMILL HAS STOPPED. BUT THE WATER CONTINUES TO FLOW FROM THE 30 INCHES OF VERTICAL PIPE ABOVE THE OUTLET. HYDROCULTURALLY YOURS,

PETER HURD
SAN PATRICIO, N. MEX.

INDIA

Sirs:

The inclusion of the so-called incident of the Black Hole of Calcutta in your story on India (LIFE, Aug. 18) was unfortunate. The assertion that during the siege of Calcutta by Clive in 1756, the Indians "had imprisoned 146 Britons in an 18x15-foot room; 123 died," is open to historical doubt.

Many accounts, both English and Indian, exist about the siege of Calcutta, and most of them are either contradictory or omissive about the Black Hole incident. The story of this "tragedy" is based on an account by an Englishman, Mr. Holwell, who claimed to be one of the survivors. But subsequent English versions cannot quite agree in detail that 146 people were forced into this dungeon. That English prisoners were confined by the nawab in the Black Hole during the siege is assumed to have taken place, but that 123 people perished is considered a gross exaggeration.

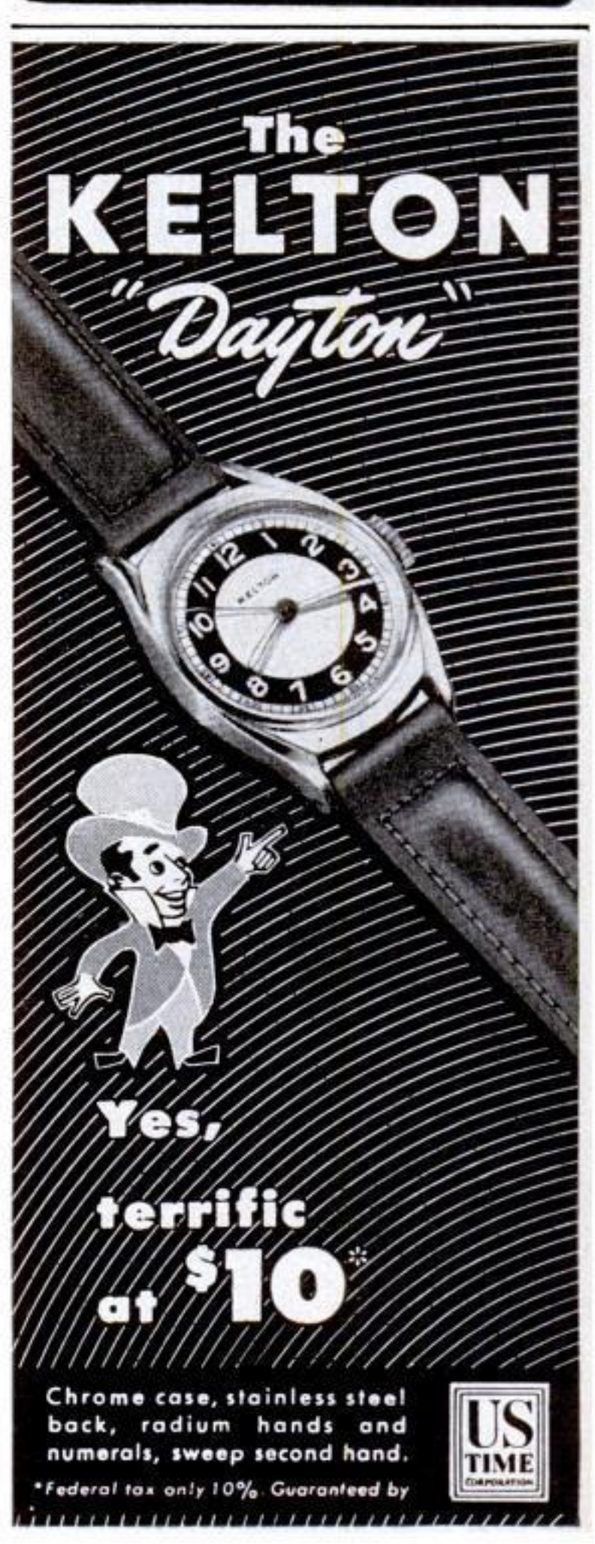
The most important fact to belie the so-called incident is that nowhere in the official correspondence and papers of Clive or, for that matter, any other official British body in India at that time, is any reference or mention made of the incident. At a meeting of the Calcutta Historical Society on March 24, 1916 an Englishman, Mr. J. H. Little, presented convincing data that the "Black Hole incident was a gigantic hoax of Holwell." The findings of Mr. Little have never been repudiated. . . .

HAROLD LEVENTHAL
American Friends of India
New York, N.Y.

● Historians may disagree about the veracity of Mr. Holwell's account of the Black Hole of Calcutta, but Reader Leventhal is incorrect in his assumption that there have been no repudiations of Little's charges. Clive does refer to the Black Hole in some of his published correspondence. And some of Holwell's contemporaries who were exceedingly critical of him for other reasons never criticized his assertions.—ED.

CONTINUED ON PAGE 18





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1. "What a question!"

SAID MRS. JONES



2. "Now you listen to me!"

EXCLAIMED MRS. MARTIN

3. AND MRS. STANTON SAID: "Let me show you what I mean"...

"You must be tired of listening anyway, after hearing three of us Maytag owners rave—but how we love to talk about our Maytags! Imagine! *Millions** of us—so happy that we can't keep it to ourselves. Guess it's no wonder Maytag's the favorite, with all us boosters on the job. And now you skedaddle right over home for some dirty clothes, and you'll really see what I mean."





4. "Yes, I do see what you mean!"

"This settles the question of which washer I want. I can hardly wait to get my own Maytag. And I hope then somebody asks *me* what I think of it!"

* Right, Mrs. Stanton! Over 4¾ million Maytags have been sold...far more than any other washer.

3 SIMPLE WAYS

ONE—Talk, personally or by 'phone, to any relatives, friends or neighbors who own Maytags.

TWO—If you don't know any Maytag owners, your nearby Maytag dealer will gladly furnish you with names of some.

THREE—If you prefer, write to The Maytag Company, Newton, Iowa, for names of owners in your community.

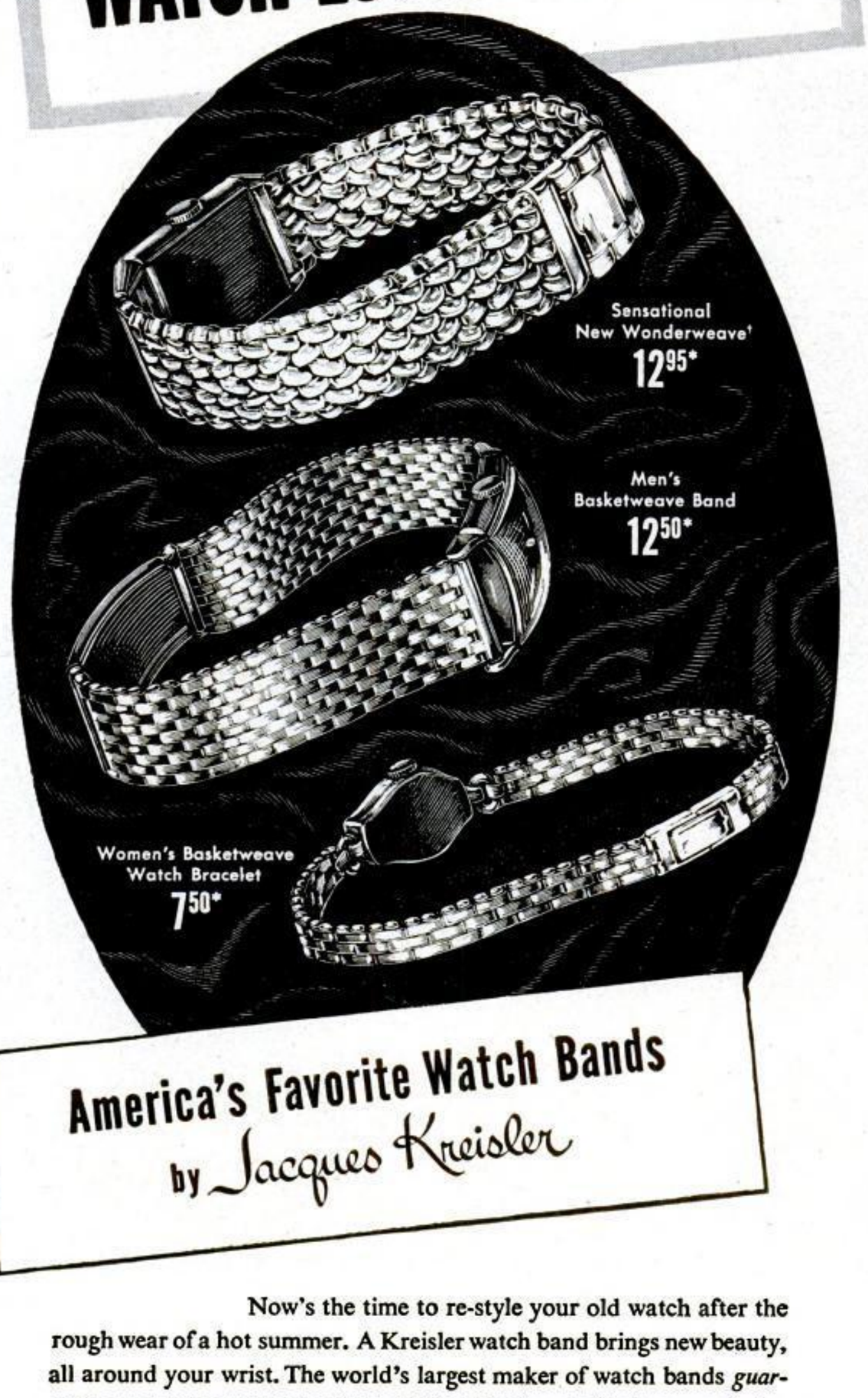
Maytag IRONERS HOME FREEZERS DUTCH OVEN GAS RANGES

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MAKE YOUR OLD WATCH LOOK LIKE NEW





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by Jacques Kreisler

Now's the time to re-style your old watch after the rough wear of a hot summer. A Kreisler watch band brings new beauty, all around your wrist. The world's largest maker of watch bands *guarantees* ENDURING KREISLER QUALITY. Your jewelry retailer has new styles, in colors to match any watch. And he'll time-check your watch, too!

P.S. A perfect back-to-school gift! See your jewelry retailer.

*In 14 Kt. gold: Wonderweave†, $115. Men's Basketweave, $100. Women's Basketweave, $47.50

*ALL PRICES INCLUDE FEDERAL TAX

Jacques Kreisler

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LETTERS TO THE EDITORS

CONTINUED

LIFE WITH GRANDFATHER

Sirs:

Is that not Wendy Day, daughter of the late Clarence Day Jr., granddaughter of the now famed Clarence Day, looking up at the pulpit in your story of the motion picture, *Life With Father* (LIFE, Aug. 18)?

PETER TURGEON

Chicago, Ill.



FATHER'S GRANDDAUGHTER

● Sharp-eyed Reader Turgeon is right, Fifteen-year-old Wendy Day appears in the picture not because of any aspirations to be an actress but for sentimental family reasons.—ED.

FREE TRADE

Sirs:

Your very interesting article on Will Clayton (LIFE, June 9) is a convincing brief for the proposition that the U.S. should unilaterally slash its tariffs—but not that other countries who have not attained the industrial progress of the U.S. should follow suit.

The U.S. is now the leading industrial country of the world as Great Britain was in 1840. Great Britain then repealed the tariffs known as the Corn Laws and became the champion of free trade. Did the U.S. in 1840 follow the example of Great Britain? No! Would the U.S. have attained its present great industrial development were it not because of its traditional protectionist policy?

You say that the repeal of the Corn Laws by England brought about an epoch of well-being to Britain and freedom for the rest of humanity. Yes, indeed, even though in 1840 the U.S., a relatively small industrial nation, and the other important countries of the world who were then far behind the progress in industry already attained by Great Britain continued with their policy of protecting their industries.

The lesson from history is—now that the U.S. has become the greatest industrial center of the world—that she would do a real service to herself and to humanity by becoming a free trader, and she can afford to become a free trader, even though other countries who are far behind the U.S. in their industrialization program (they are now in the 1840 shoes of the U.S.) should decide to remain protectionists.

It seems to me that the role which your Under Secretary of State for Economic Affairs has chosen to play in Geneva is like that of a millionaire who is demanding a pauper to contribute $10,000 to charities on the ground that he has contributed that much.

The Bell Act imposed by your Congress on the people of the Philippines before the declaration of independence was written by a few Americans who would like to delay indefinitely

CONTINUED ON PAGE 21

That's putting it MILDLY!



Quick! Jump in the saddle! Spread the glad tidings! Cool, puff-by-puff satisfaction is coming, with—

Country Doctor Pipe Mixture

The Pipeline to Perfection.
A concord of exquisite tobaccos. Rarest of blends. Moist. Mellow.



The Pipe Smoker's ECONOMY -LUXURY 25 Pleasureful Pipefuls for 25¢

TRY IT TODAY!

If your dealer doesn't have it—write Philip Morris & Co., Ltd., Inc., Dept. G24, 119 Fifth Avenue, New York

For that Brighter, Longer-Lasting LOOKING GLASS SHINE

LANOLIZE* YOUR SHOES WITH ESQUIRE BOOT POLISH



*REG. U. S. PAT. OFF

On Sale at Shoe Stores, Shoe Departments, Shoe Repair Shops

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Here's a day-full of good eating

-good and quick to fix, too!

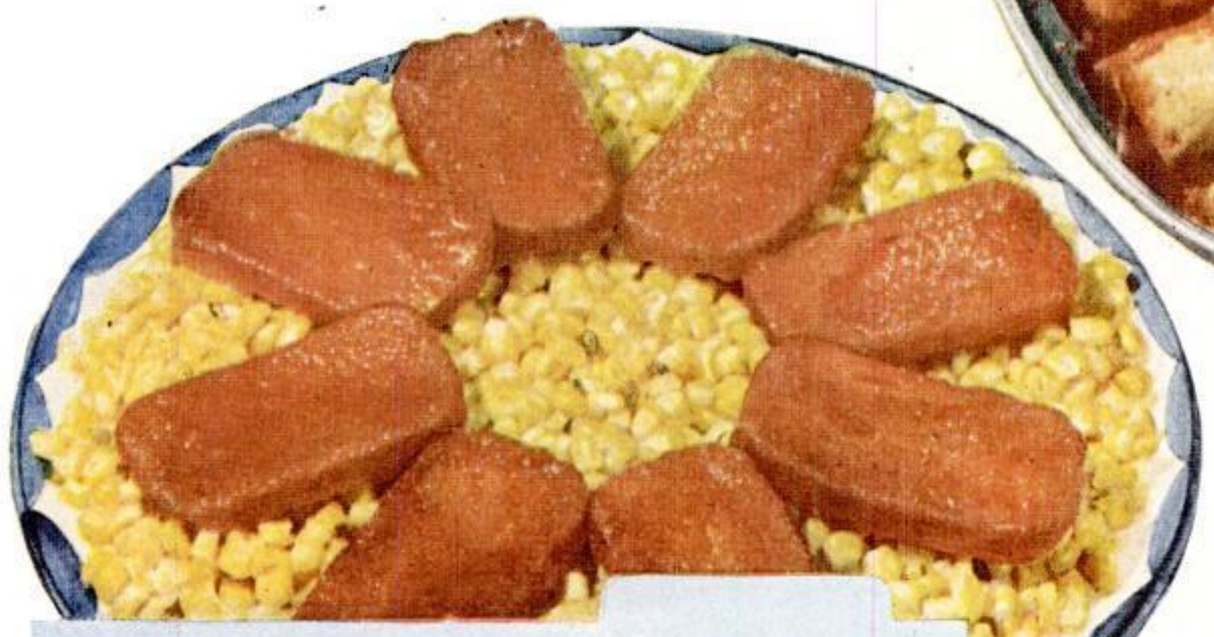


Pick your next meal–breakfast, lunch or dinner –right off your pantry shelf! It's no trick at all when that shelf's well stocked with Armour Star fix-easy meats. They're such versatile foods –simple to prepare for any meal of the day, varied enough to keep your menu appetizing day after day. In fact, you could fix a different meal three times a day for weeks on end and never run out of exciting new ways to serve these ready-cooked meats. Exciting, too, is the low cost of all this good eating! Try a day-full of Armour Star "pantry-shelf" meats – today!

Look how appetizing Armour Star meats can be









Breakfast — **Eggs on Deviled Ham.**

Sure there's something new under the morning sun–this appetite-awakener, for instance! Toast bread just on one side after cutting off crusts. Spread other side with Cloverbloom Butter and plenty of Armour Star Deviled Ham–so smooth, yet so spicy. Toast lightly under broiler, top with poached Cloverbloom Eggs–and then resign yourself to making a repeat serving for everybody at the breakfast table!



Lunch — **Tamales Caliente.**

Perfect pattern for the easiest luncheon you ever served–a platterful of Armour Star Tamales, heated in their own sauce over boiling water. (Don't forget to remove the individual parchment-paper wrappers before serving!) The white cornmeal on the outside holds its shape–locking in the rich pork and beef, zesty with seven different delicate spices. Add the hot tomato-red sauce–for extra color and flavor!



Dinner — **Barbecue Treet 'n' Corn.**

Hats off to fresh corn-off-the-cob seasoned with green onion slices and Cloverbloom Butter–topped off with slices of Treet that have been baked for 15 minutes in your favorite barbecue sauce! It's a dinner that does full justice to the full, rich flavor of Treet–Armour's blend of *two meats*, tender pork shoulder and sugar-cured ham. Watch your guests do justice to it!

You'll want these in your pantry, too!

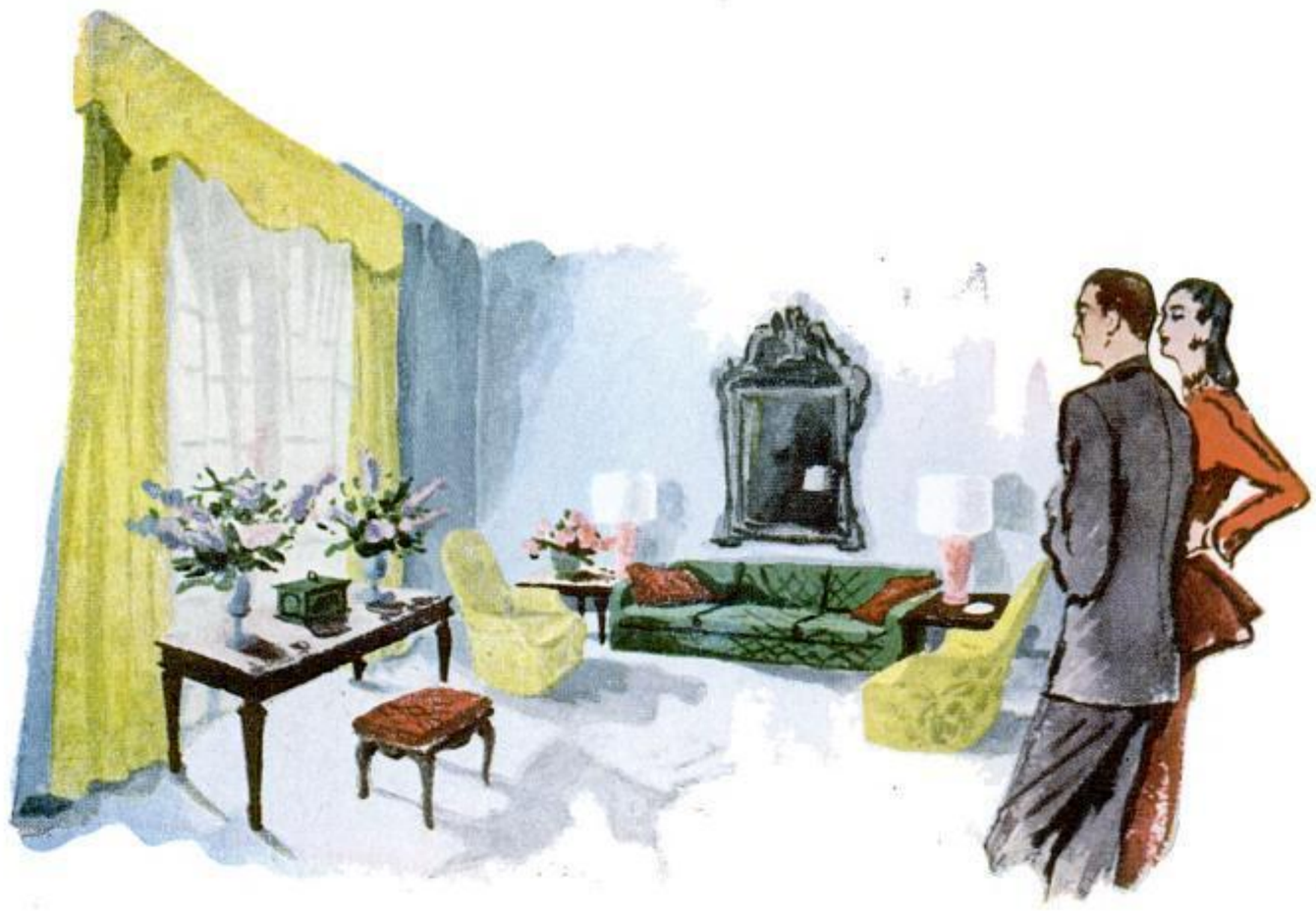


For other new and interesing Canned Meats recipes, write Marie Gifford, Dept. 125, P. O. Box 2053, Chicago 9, Illinois.

The best and nothing but the best is labeled

ARMOUR

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JACK:

"You've certainly done wonders
to this room, Alice . . . but
there goes our new-car money."

ALICE:

"Wait 'til you hear!
Genuine Cheney fabrics on everything
. . . and still within our budget!"



Look for the name CHENEY
on the selvage

Now you can select world famous Cheney Fabrics at Better Department Stores everywhere

IT'S NEW — and big *news*, too — this specially created line of quality fabrics by the First Name in American weaving. A broad range of materials, weaves and patterns . . . smart, modern nylon from sheer marquisette to luxurious taffeta, and in more than a score of stunning solid colors . . . rich cotton brocades, damasks, brocatelles, and matelassé . . . blends of rayon and cotton.

You'll find the right fabric for everything from glass curtains and bedspreads to durable upholstery—featured now by leading stores —and at surprisingly modest prices for fabrics of true Cheney character.

CHENEY
FABRICS

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Manufacturers of fabrics of exceptional quality since 1838

SILK • NYLON • RAYON • WOOL
COTTON • LINEN • MOHAIR

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TRAVEL *Companions* BY RUMPP In lustrous Ranchtan—two valuable friends for the traveler. Distinctive styling, richly finished leathers.

LETTER CASE
Utility in slim elegance. Choice of styles, leathers. Look for the Rumpp trademark.

Leadership for 97 Years

RUMPP "The Sterling of Leatherware"

C. F. Rumpp & Sons, Phila. 6, Pa.



Try this HANDKERCHIEF TEST



It proves shank SPOTLESS AND FREE FROM "GOO" no matter how often you smoke your pipe

Wm. DEMUTH & CO., INC., N. Y. 22

MILANO WITH HESSON GUARD

LETTERS TO THE EDITORS

CONTINUED

the industrialization program of our government. To the honor of Mr. Clayton, I wish to recall here his objections to many of the unfair provisions of the act, which have imposed absolute quotas and restrictions on Philippine exports to the U.S. but not vice versa. He was consistent to his position for freer trade, both ways. But free trade is beneficial to the industrial country and not to the agricultural country. And all the countries of the world are now aiming to become industrialized. And an industrialized world, with a higher standard of living throughout all countries, will be beneficial to the U.S. Today your best customer is Canada, which is highly industrialized,

The point that I wish to bring out is that the economic problems of the world will not be solved with a universal application of the formula of free trade but with the application of a formula of diminishing protection for the industries of a country in proportion to her industrial development.

SALVADOR ARANETA
President, Feati Institute of Technology
Manila, Philippine Islands

THURBER VS. GOLDWYN

Sirs:

I gather from the postscript of Mr. Thurber's letter (LIFE, Aug. 18) that Hollywood's movie moguls cannot write and, to judge by the relation of their products to the sources of them, they cannot read either. That explains almost everything. . . .

Git-gat-gittle—Gawd!

J. J. LANKES
Hilton Village, Va.

Sirs:

May I suggest a Webley-Vickers placed firmly against the temple of Mr. Goldwyn? A quiet pocketa-pocketa and a small measure of revenge for the Mitty Massacre would be attained.

MARYJO SUVERKRUP
Carson City, Nev.

Sirs:

. . . Mr. Thurber is obviously disturbed, but how can he be surprised? He reminds me of the Iowa girls who quit the Sally Rand show because they were shocked to find themselves the objects of wolfish whistles. . . .

HARRY L. CARR
St. Albans, N.Y.

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A FILIPINO REBEL CHIEFTAIN, PHOTOGRAPHED DURING THE SPANISH-AMERICAN WAR, WAS AS ENTHRALLED AS VICTOR'S FAMOUS DOG

SPEAKING OF PICTURES...

...THE UNDERWOODS LEAVE HISTORIC PHOTOGRAPHS BEHIND THEM

For a couple of Kansas book salesmen, the Underwood boys did pretty well. Switching to stereopticon views in 1882, Brothers Bert and Elmer Underwood left their mark, the now famous "(C) Underwood and Underwood," on millions of stereoscopic pictures which delighted a generation of Americans.

Less well-known is the fact that the Underwoods turned out thousands of the earliest and best news photographs. One milestone in journalism was Bert's coverage of the Greco-Turkish war (*below, left*), which laid the groundwork for the first newspaper picture service. Elmer's winning ways with royalty made most of Europe's crowned heads watch his birdie. Between them the brothers photographed a great welter of famous faces of their time (*opposite*).

On Aug. 17, at 87, Elmer, the last of the pioneering brothers, died. The business that he left behind him, with its monumental picture archives, is flourishing, but ironically not in the news-picture line, for the heirs are now making most of their money from portraits and pictures for advertising.



GREEK INSURGENT CHIEF and his lieutenants, the first war picture published as news in 1897, was photographed by Bert Underwood during the Greco-Turkish war.

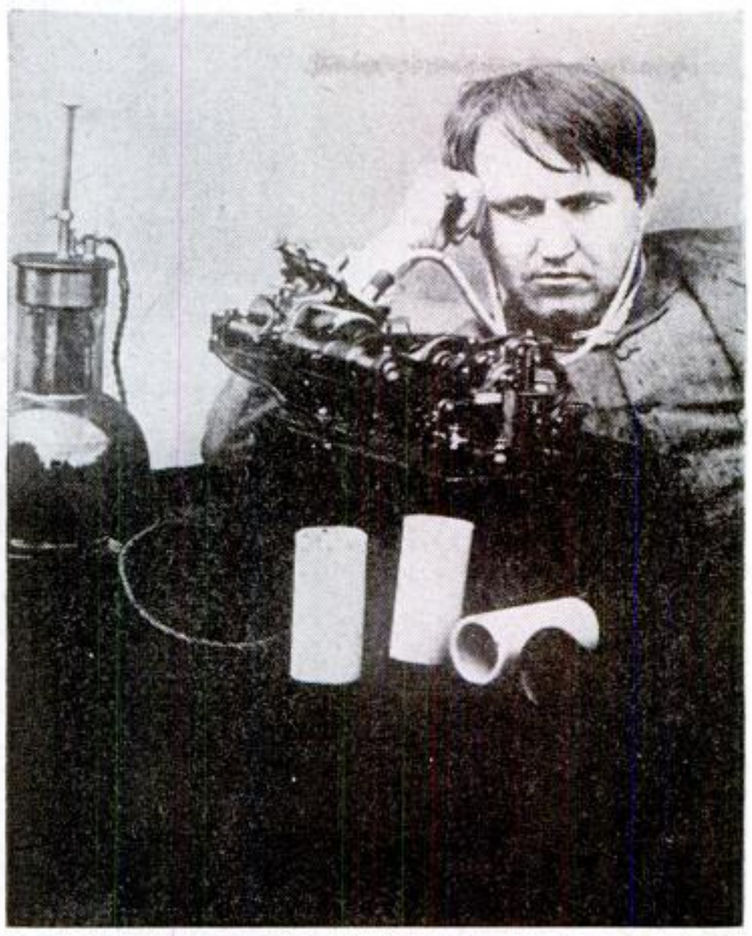


THE RUSSIAN REVOLUTION of 1917 provided the Underwoods with this rare picture of two revolutionary infantrymen trying to look warlike on mudguards of a taxi.

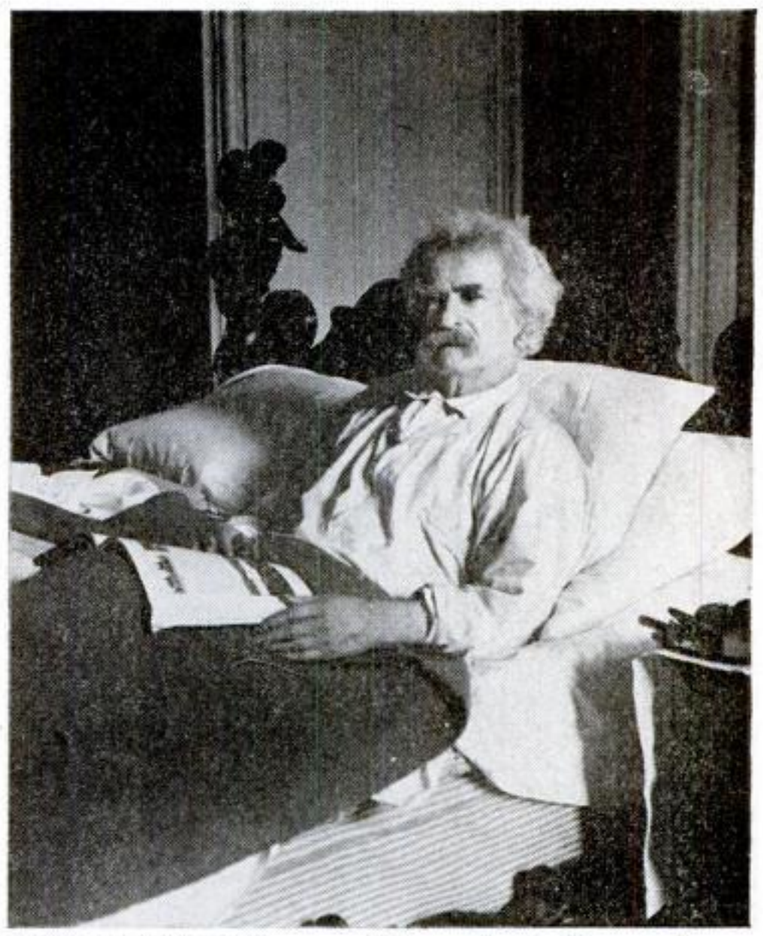
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WILLIAM JENNINGS BRYAN snoozes as his brother Charley is being nominated for governor of Nebraska.



YOUNG TOM EDISON looks unhappy about the whole thing as he gazes at his newest invention, the Ediphone.



MARK TWAIN, in one of the earliest pictures of a celebrity at ease, taken in 1906, was caught writing in bed.



DIAMOND JIM BRADY, looking almost naked without his usual shirt-front jewels, arrives for a social event.



IRVING BERLIN, attired in a dustproof motoring costume of the '20s, poses with the Florenz Ziegfeld family.



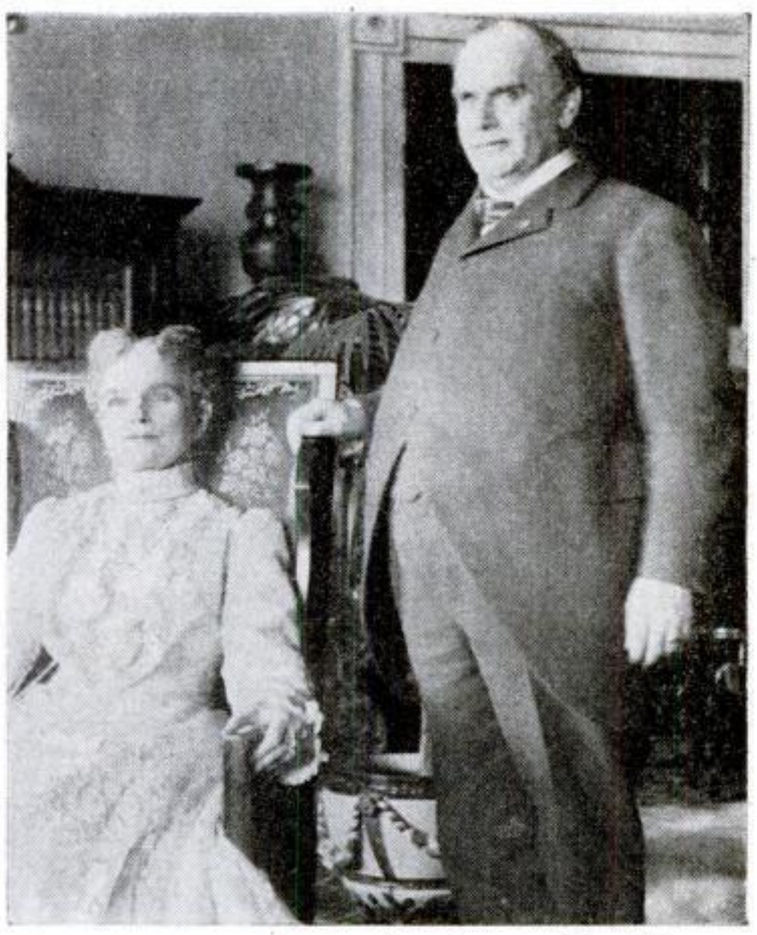
ANNA HELD (*right*) draws admiring male glances at the races. She is accompanied by her daughter, Anna Held Jr.



HENRIK IBSEN, just before he died, had this last remarkable picture taken in Norway by Elmer Underwood.



TEDDY ROOSEVELT, while trying to stop the Russo-Japanese War, posed with Jap and Russian peace envoys.



WILLIAM McKINLEY'S happiest presidential hours, he told photographers, were spent with his wife Ida.

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Look! Mary's on the Lam!



Always use **COLGATE DENTAL CREAM** *after you eat and before every date*

SPEAKING OF PICTURES

CONTINUED



THE UNDERWOOD BROTHERS, Elmer (*left*) and Bert, who could pass for twins, made money with first informal pictures of royalty. Bert died in 1943.



BROTHER ELMER rides the lead horse looking over the wide plains of Jericho. Elmer and Bert were making their first trip through Palestine and Egypt.



BROTHER BERT (*right*) floats happily in the Dead Sea. The brothers made a small fortune out of the stereoscopic pictures taken on this extended trip.

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Ah, that flavor again!



Medium-mellow cheddar flavor ... and Kraft American is plentiful!

IT'S BEEN FIVE LONG YEARS since you could get *all* you want of this famous cheese. But now, cheeselovers, you can feast yourselves!

Here's your favorite cheddar flavor that's not sharp, not mild but *just-right-mellow* . . . the *Kraft American* flavor you've hankered for.

To get *that* flavor and perfect melting every time, be sure it's genuine Kraft American Pasteurized Process Cheese you buy. Always *look for* the Kraft American name on the package or loaf wrapper.

Have it today in

AMERICA'S TASTIEST SANDWICH:

Toast a slice of bread (crusts trimmed) on one side. Spread untoasted side with Kraft Mayonnaise. Cover with slices of peeled tomato and a thick slice of Kraft American. Top with two strips of partially broiled bacon. Put in moderate (350°) oven or under low broiler heat until the bacon is crisp, and the cheese is melted. Mm-m! It's America's *tastiest* sandwich!

Copr. 1947 by Kraft Foods Company



ALL 3 GOLDEN KRAFT VARIETIES ARE PLENTIFUL AGAIN. "Old English," the smooth-melting pasteurized process cheese with the delightfully *sharp* cheddar flavor is back! And there's plenty of the children's favorite, too . . . the famous cheese food . . . rich yet mild Velveeta. Like Kraft American, they come in ½ lb. and 2 lb. sizes. Dealers also have Kraft American in the 5 lb. loaf for sandwich-size slices.

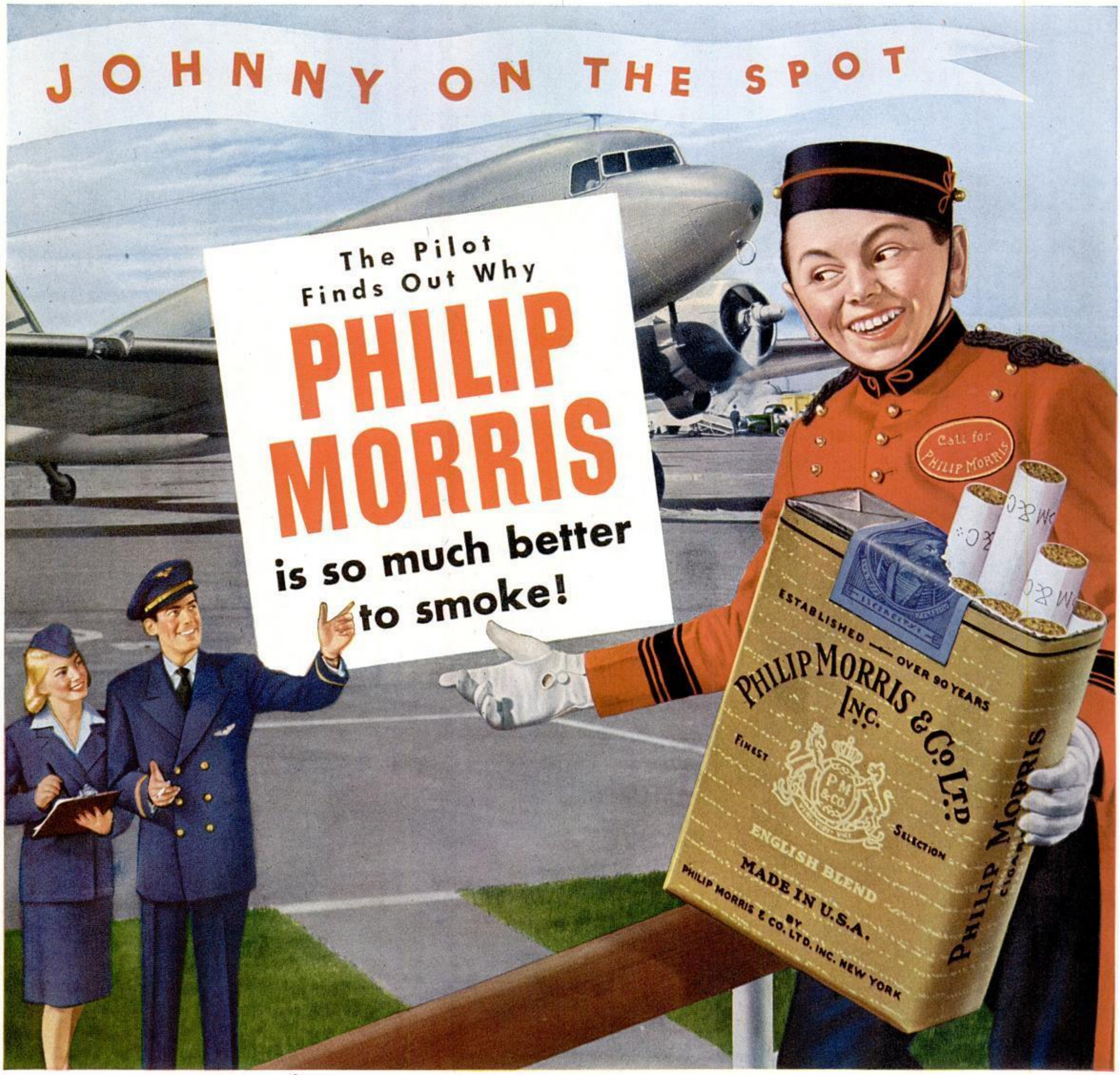


IT'S GREAT TO HAVE A WHOLE KRAFT SHELF AGAIN

THE WORLD'S FAVORITE CHEESES ARE MADE BY KRAFT

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JOHNNY ON THE SPOT



The Pilot thought he had Johnny on the Spot. "Why," he asked, "is PHILIP MORRIS so much better to smoke?"

"Because PHILIP MORRIS is the ONLY leading cigarette scientifically proved far less irritating to the nose and throat," Johnny replied. **"Less irritation means more enjoyment.** That's why the PHILIP MORRIS smoker really gets what other smokers only hope to get . . . better taste, finer flavor, perfect smoking pleasure!"

Yes, it's true . . . if every smoker knew what PHILIP MORRIS smokers know—they'd all change to PHILIP MORRIS, America's finest cigarette.

TRY A PACK TODAY!

CALL FOR PHILIP MORRIS

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LIFE

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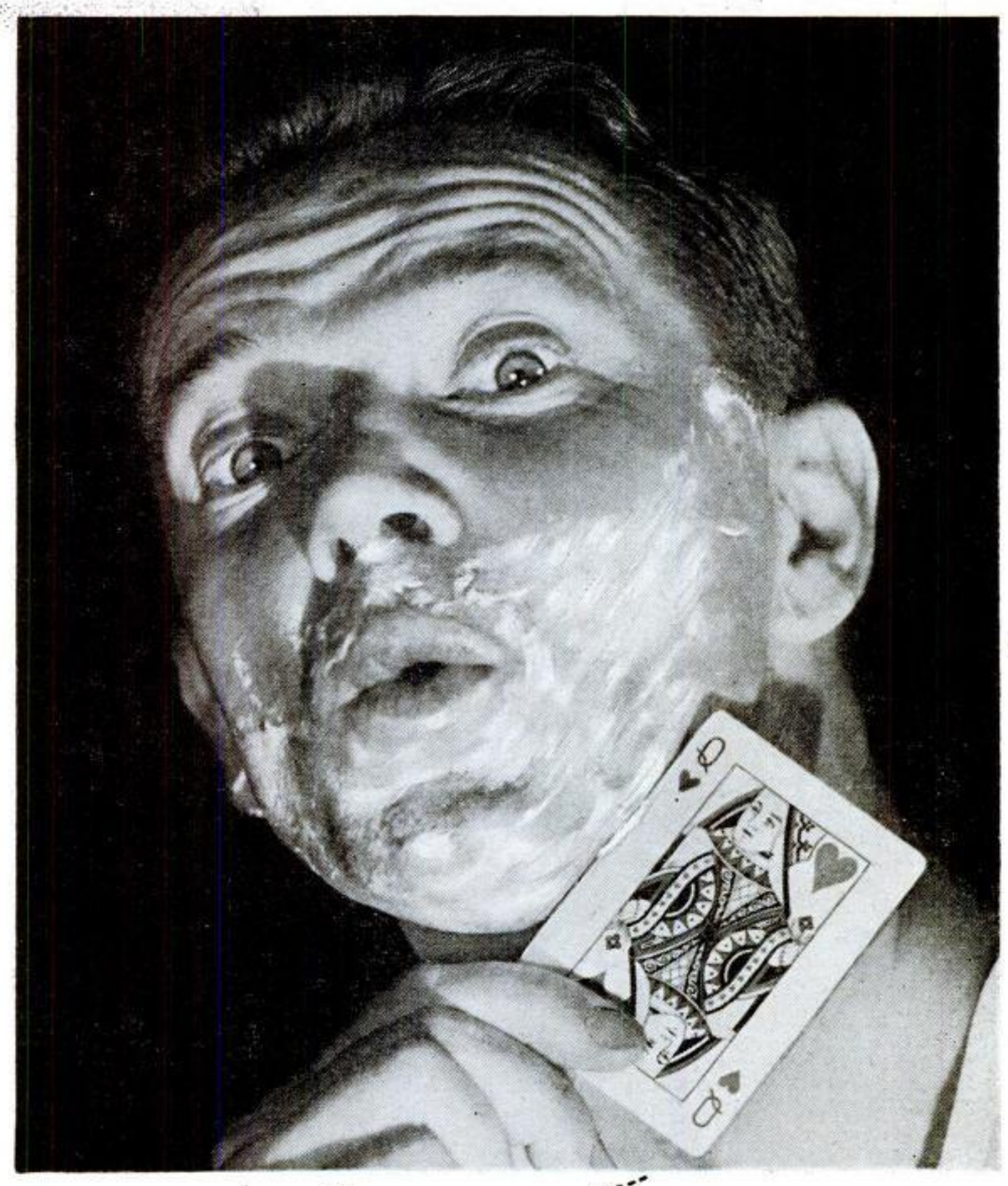
LIFE'S COVER

The solemn young lady on LIFE's cover, Lady Sarah Margaret Fitzalan-Howard, 5, is a member of England's first family next to royalty itself. Her titled father, Bernard Marmaduke Fitzalan-Howard, Knight of the Garter, Privy Councillor, Earl Marshal and Hereditary Marshal and Chief Butler of England, is the 16th Duke of Norfolk. The dukedom was created by Richard II in 1397. It is Britain's oldest, making Norfolk the so-called "Premier Peer of the Realm." He is entitled to walk at the king's right hand on certain state occasions. Lady Sarah's collie dog is addressed simply as Pippin.

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Sir, with wonderful new Benex you can almost do this!

Man, this shaving cream doesn't just *wet* your whiskers. It *saturates* 'em! Turns 'em into 20% water. And *keeps* them that way... a pushover for any blade.

Keeps whiskers soggier than milk toast!

Just smooth this wonderful Benex on your wet face. In seconds it's dissolving that tough, oily, razor-fighting hide off your bristles. Your whiskers get thirstier than a desert in a dry spell. And wonderful water-bearing Benex *keeps* 'em moist all shave long!

beards become 1/5 water with new

They're almost washed away!

It's a fact, Man! Water-bearing Benex gets those bristles so wet they're setups for the blade! Breeze through your shaving and then look at the face you find! Fresh as the morning and twice as smooth! Get Benex, Bub. Get it!

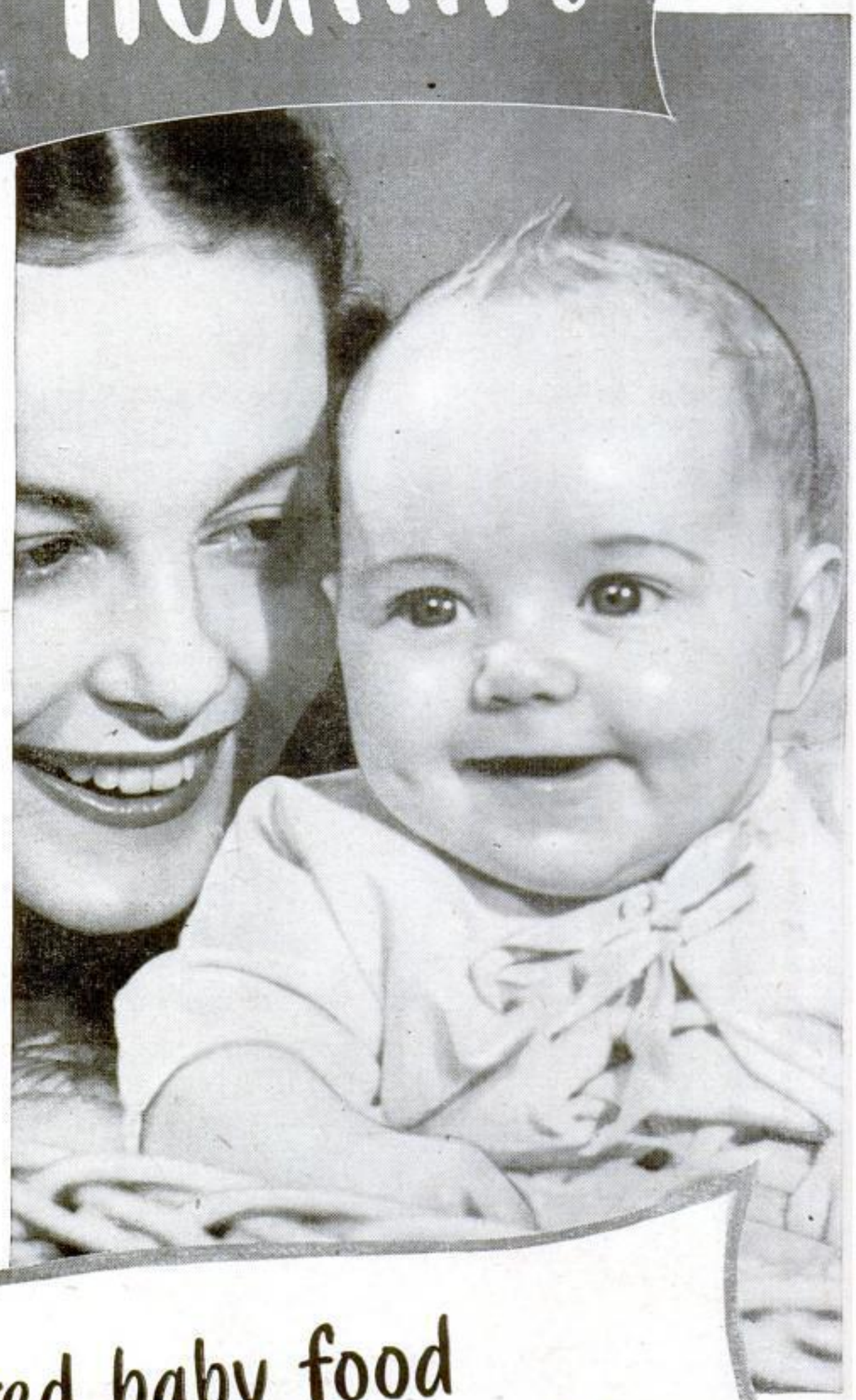


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Meat gives your baby

a headstart on health!



Doctors recommend

Swift's Strained Meats for Babies

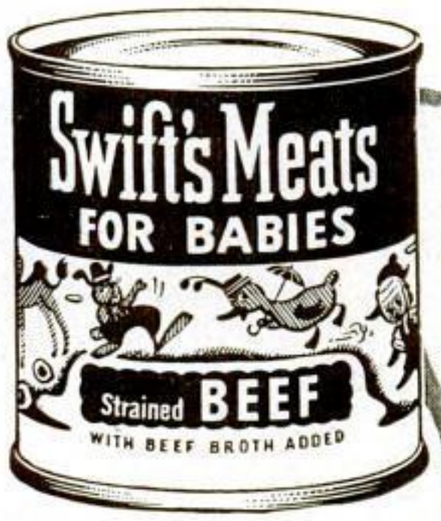
Babies *thrive* on meat—shown by scientific feedings to infants as young as six-weeks*! They're healthier, more satisfied . . . *do better* when they get meat! Now it's *easy* to give *your* precious baby the benefits of meat much *earlier* in life than ever before! You may feed body-building Swift's Strained Meats as soon as baby starts on *any* solid food! Specially prepared for tiny stomachs, Swift's Strained Meats give your baby a headstart on health!

Meat—has the "musts" for growth!

Your fast-growing baby needs 3 to 4 times more proteins, proportionately, than an adult! Swift's Strained Meats are an abundant source of *complete, high-quality proteins*, plus B vitamins and the blood-building iron your baby *must* get every day for growth and development! Swift's Strained Meats are 100% meat—not mixtures! When you feed them, you can be sure your baby is getting plenty of the "musts" for growth!

Form good eating habits —feed foods separately

Baby forms the best kind of eating habits when foods are fed *separately*. That's why doctors recommend introducing foods one at a time—not all mixed together—so baby gets to know and enjoy the individual flavor and texture of each one. Each variety of Swift's Strained Meats: beef, lamb, pork, veal, liver and heart, is *all meat*. No other foods are mixed in to alter the distinctive meat flavors and textures. Feeding all six kinds in a well-rounded diet—cereals, vegetables, fruits, milk—helps baby establish sound, sensible food habits for life!



*Ask your doctor

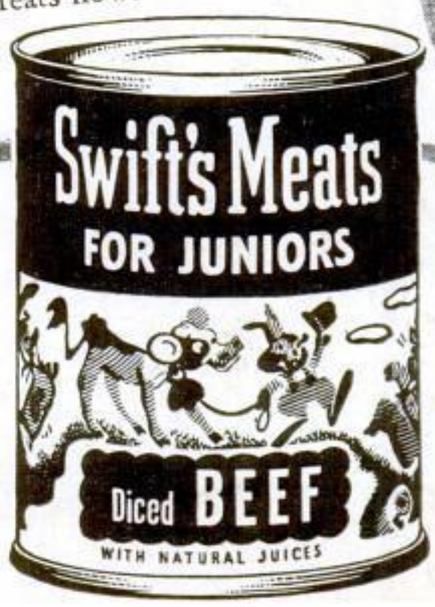
how soon and how much Swift's Strained Meats to feed. Usually one teaspoon is enough to start. Gradually increase the amount 'til baby gets 1¾ ounces per serving (about ½ tin).

The only prepared baby food on the market that is 100% MEAT!

ALL MEAT—not mixtures—ready to heat and serve!
Easy and economical to feed to baby!

It's easy—economical—to feed Swift's Strained Meats. They're *all meat*—so there's *no waste! No work*, either, Mother! Swift & Company does it all for you: selects the right kind of lean, U. S. Government Inspected Meat, trims it, strains it super fine for your tiny baby, and cooks it to keep all the good meat nourishment and flavor *in!* All you do is heat and serve!

Your neighborhood food store has economical, ready-to-serve Swift's Strained Meats now!



6 Strained
6 Diced Meats

BEEF LAMB PORK
VEAL LIVER HEART

READY TO HEAT AND SERVE!

SWIFT QUALITY FOODS

Just right for young children—Swift's Diced Meats for Juniors

Tender cubes of meat—6 appetizing kinds—encourage chewing—help prevent lazy eating habits! Swift's Diced Meats are easier for young children to digest than rich table foods.

All nutritional statements made in this advertisement are accepted by the Council on Foods and Nutrition of the American Medical Association.

ACCEPTED COUNCIL ON FOODS AND NUTRITION AMERICAN MEDICAL ASSOCIATION

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LIFE

Vol. 23. No. 10 September 8, 1947



ABOARD A BUCKING STEED REARING HIGH IN THE AIR SOME 40-AND-8'ERS FROM LAWRENCEBURG, IND. PARADE HAPPILY DOWN NEW YORK CITY'S EIGHTH AVENUE

THE AMERICAN LEGION MARCHES ON

To all outward appearances the 1947 convention of the American Legion in New York City last week was little different from the 28 annual meetings which preceded it. There were some of the Legion's two million World War II veterans, but in New York they were still outnumbered 9 to 1 by the same middle-aging doughboys of past years. The 40-and-8'ers, who took their name from the French boxcars of 1918 which held 40 men or 8 horses, still took the center of the stage with their trick automobiles (*above*) and gags built around outdoor French toilets. Even the street play (*pp. 30–31*) was the same; no new inventors had arisen to improve on such time-tested implements as a water pistol aimed at a girl's legs or an electric cane pressed against her posterior. Most spectators found it a sorry performance which was becoming less funny every year, and even some legionnaires seemed to be carrying on the ancient horseplay merely because it was expected of them.

All this foolishness did not, however, mislead the nation's politicians, who were well aware of the added importance taken on by the Legion. Its 41,000 members in New York now represented some three million veterans—almost three times as many as it ever had between the wars. It was established as the biggest veterans' organization of all and was in a fair way to capture more millions of gregarious or ambitious newcomers from World War II. It was only natural, therefore, that almost everybody who was anybody took advantage of last week's opportunity to speak his piece before this tremendously powerful organization (*pp. 32–33*).

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THE LEGION'S PRACTICAL JOKERS FIND



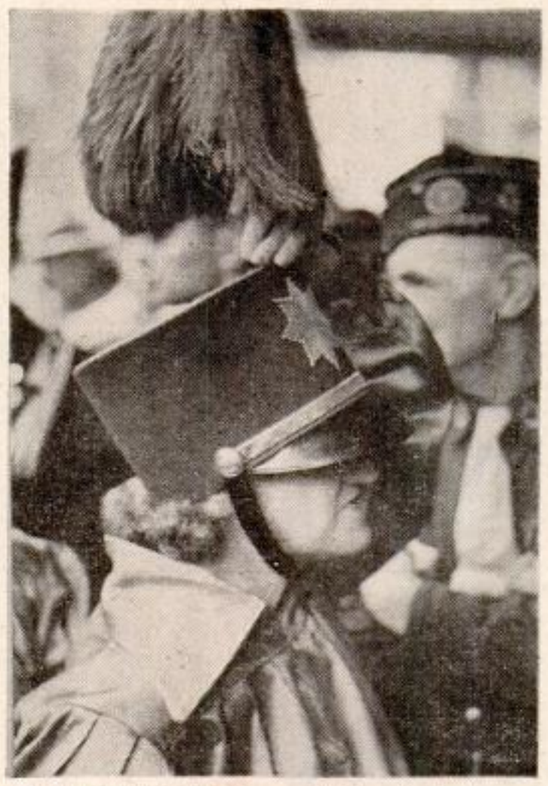
DRENCHED with water tossed from hotel window, one passer-by flinches while another turns to look for source of the shower.



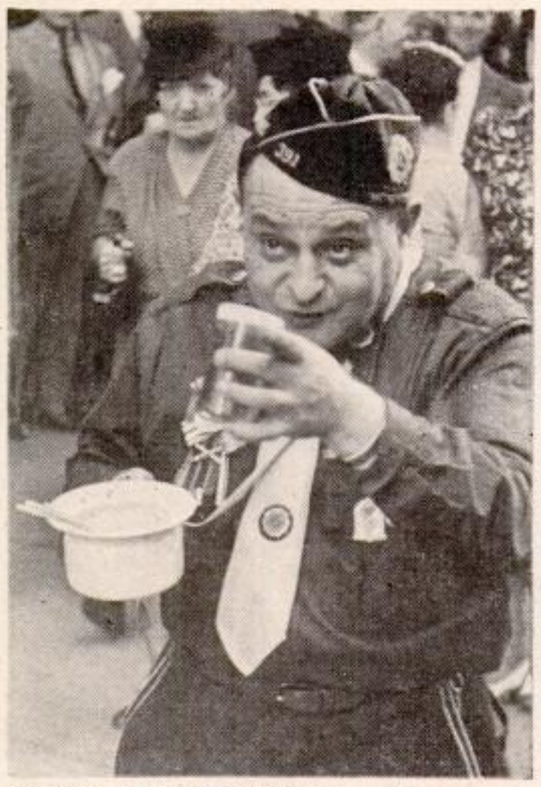
SHOCKED by a spark from an electrified cane, girl makes dash for safety while poker-faced legionnaire contemplates his handiwork. After a while New York police suggested high-voltage canes be left in hotels.



VISITING COP in 40-and-8 smock enviously watches New York police at work.



LADY BUGLER sees little of what goes on. Jokers kept pulling her shako down.



SUBTLE HUMORIST accosts passers-by with a glass of beer and a chamber pot.



PAUNCH PINCHED, the biggest member, Doug Roos, takes snapshot from jeep.



UNSUSPECTING VICTIM gives photographer a motherly smile while the athletic officer of the Perth Amboy, N.J. Legion post sneaks up on her with a loaded squirt gun.



FLEEING VICTIM pays price for approaching Legion water supply (milk can).



"PAUL REVERE" enters a hotel lobby. This act is perennial favorite of the Legion.

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NEW YORK A HAPPY HUNTING GROUND



STALKED by a band of legionnaires happily firing grease guns filled with water, an unhappy pedestrian hops down Broadway. Most satisfying targets for the squirt-gun squads were girls who wore leg make-up.



AMUSED by the practical jokes of the more active Legion members, the old guard registers benign approval from a street corner.



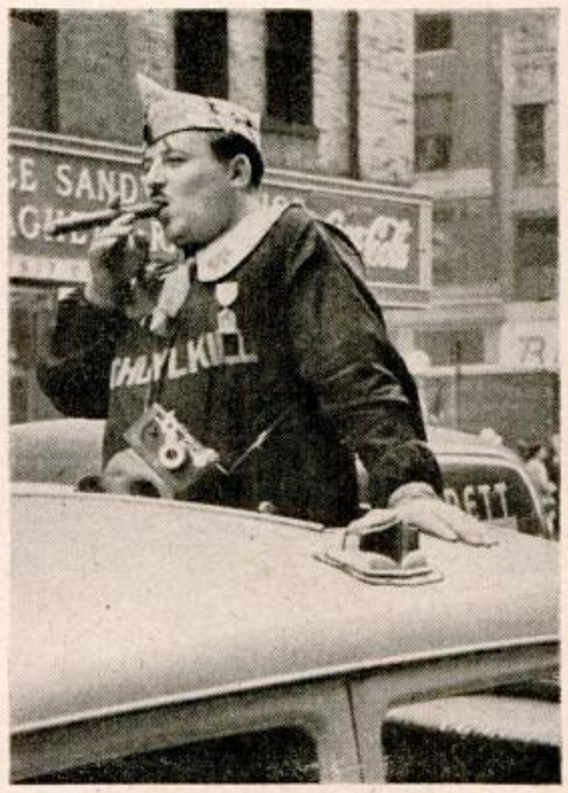
CHAPLAIN, who has been using squirt gun, gets eyeful from another legionnaire.



VISITOR FROM PARIS, where Legion was founded, is bug-eyed at antics.



BUBBLE-BLOWER amuses sidewalk crowd by making colored plastic balloon.



CIGAR-SMOKER, puffing a 12-inch stogie, analyzes a Legion-created traffic jam.



DEAD FISH, dangled over crowd by humorist, wafts aromatically past spectator.



TRAPPED GIRL screams in protest as she receives a squirting at close range.



TRAPPED LEGIONNAIRE, hemmed in by crowd of New Yorkers, gets a robust kick in the pants from an aroused lady. He had just given her shock with his electric suitcase.

CONTINUED ON NEXT PAGE

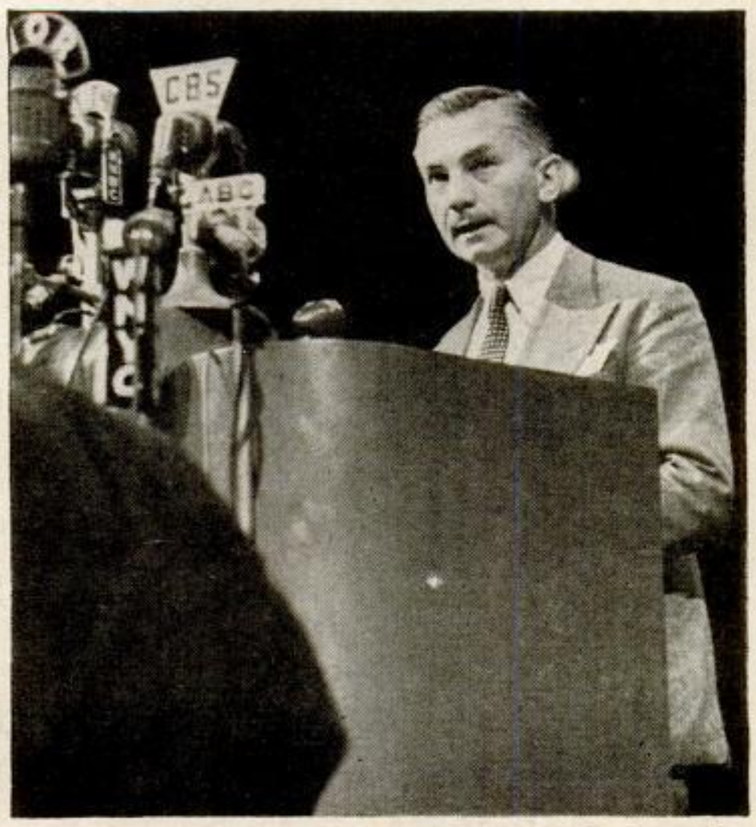
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IN JAM-PACKED 71st REGIMENT ARMORY, GENERAL DWIGHT EISENHOWER TELLS LEGION DELEGATES THAT ONLY A STRONG ARMY AND NAVY BACKED BY UNIVERSAL



GOVERNOR DEWEY of New York welcomes the delegates with an address in which he went on record for the first time as favoring universal military training program.



DEFENSE SECRETARY FORRESTAL declares that the new unification program will give the nation "the most effective military protection at the lowest cost."



SENATOR MARTIN of Pennsylvania, a legionnaire, criticizes Russia, draws cheers by declaring that "the Legion will not be bluffed by threats from any bully nation."

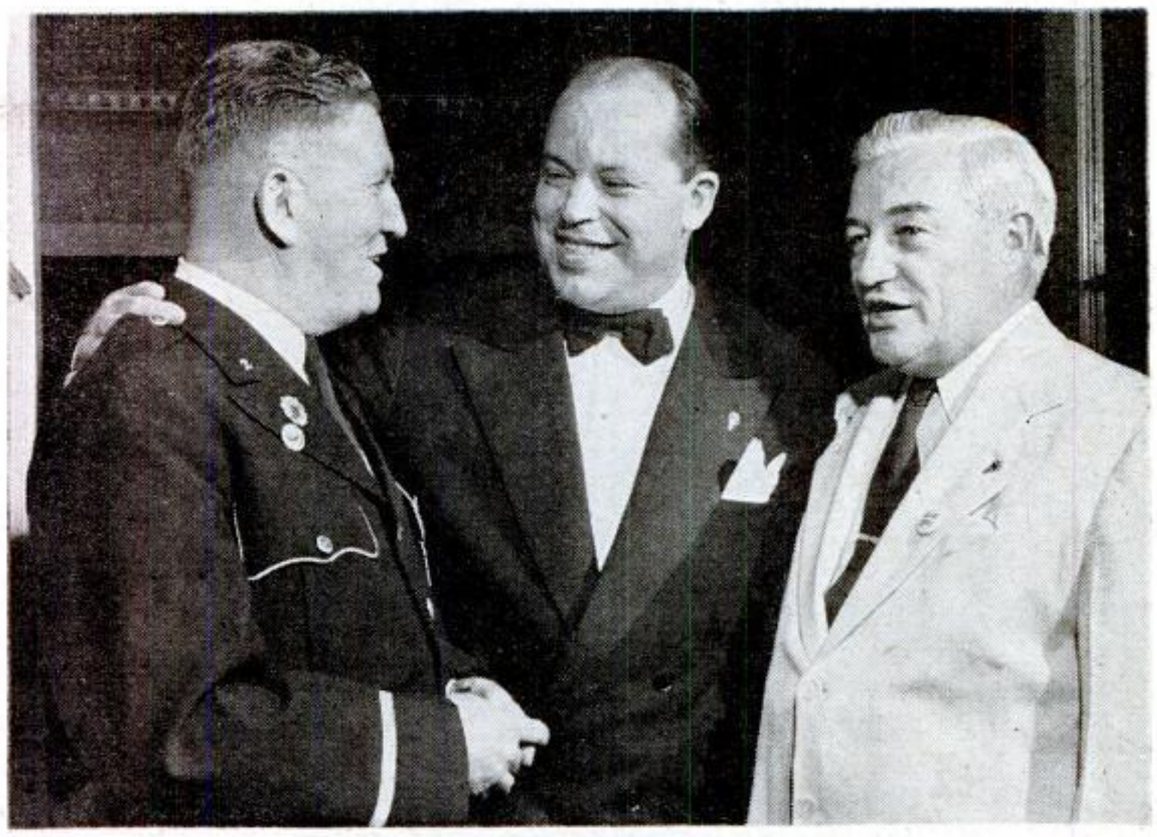
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MILITARY TRAINING CAN KEEP THE U.S. AT PEACE IN A TROUBLED WORLD

IN THEIR SERIOUS MOMENTS DELEGATES HEAR TOUGH TALK

The best proof of the Legion's eminence came from the extraordinary number of high officials and prominent politicians who chose to use the convention last week as a sounding board. To the speakers' platform went the new Secretary of Defense James Forrestal, the new Secretary of the Army Kenneth C. Royall, the new Secretary of the Navy John L. Sullivan, the Army's Chief of Staff General Eisenhower, the Navy's Admiral Nimitz, the Air Forces' General Spaatz. All had prepared not mere off-the-cuff speeches but careful state papers in which they strongly urged universal military training, tried to make clear the pattern of a world in which the U.S., with armed forces so strong that no other nation would dare attack, could work toward peace and stability. It was strong talk and no words were minced about the menace of Communist expansion abroad and infiltration at home. The convention also had obvious overtones of the 1948 presidential campaign. New York's Governor Dewey took the occasion to make his first public declaration on military training. Former Governor Stassen was an interested and busy delegate. When Kansas delegates tried to start a stampede for Eisenhower, the general did not seem at all displeased (*right*).



RETIRING COMMANDER Paul H. Griffith (*center*) offers impartial encouragement to two of the leading rivals for his post—James F. O'Neil, a police chief of Manchester, N.H. (*left*) and Martin V. Coffey, a sales manager from Middletown, Ohio. O'Neil won.



PRESIDENTIAL CANDIDATE Harold Stassen (*right*) sits at state dinner in Waldorf-Astoria with Stafford King, Minnesota state auditor. In background is Doug Roos of Minneapolis, who weighs 525 pounds and calls himself the world's biggest legionnaire.



GENERAL EISENHOWER, who is also considered in some quarters to be a presidential possibility, grins and waves as Kansas delegation tries to start a demonstration for him. Although demonstration was squelched, he received convention's biggest ovation.

CONTINUED ON NEXT PAGE

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MARATHON PARADE IS BIGGEST SHOW

The climax of the week-long Legion convention was a 40-block parade up Fifth Avenue in cool, early fall weather. To watch the 65,000 marchers more than one and a half million New Yorkers scrambled for places behind barricades maintained by 6,000 police along the route. The delegation from Iowa carried 15-foot cornstalks, grown in New York from seed especially sent east for the occasion. The Florida contingent carried a banner reading "It's Miami in '48." None of these gestures, however, attracted as much attention from watchers and marchers as the gestures of the drum majorettes (*below*). To shorten the parade the legionnaires doubled up their ranks to eight abreast. But the marching went on for 13 hours.



CONNIE RHODEE OF OCONOMOWOC, WIS. KICKS AND PASSES BATON UNDER LEG



ROSEMARY SCHWEBS OF BEAVER DAM, WIS. KICKS AND TOUCHES RAISED HAND



DOROTHY DOLAN OF RACINE, WIS. TWIRLS HER BATON AND MARCHES IN CIRCLES



SALLY LOOMIS OF ST. PAUL, MINN. MANAGES KICK WITHOUT LOSING A FEATHER

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IN TREMENDOUS SHOWER OF PAPER THE PARADE SWINGS PAST THE OFFICIAL REVIEWING STAND

EDITORIAL

BRITAIN NEEDS HELP AGAIN

AND WE MUST GIVE IT TO HER BUT NOT WITHOUT SOME STERN ADVICE ON HOW TO USE IT

Britain is in a jam again and we must pull her out of it. That is the inescapable meaning of the last month's news.

The seriousness of the jam is attested by the new restrictions imposed by Britain's Labor Government: 20¢ worth of meat a week, no gasoline for private cars, hardly any foreign travel and a prison of regulations telling the worker where he must work and how long and for how much. This is British "austerity" in all its wartime rigor.

One can hardly read the news from England today without responses of sympathy similar to those felt during the blitz. But sympathy was not enough then; it is not enough now. To save our shirt once we had also to save Britain's. Anyone who doubts that we must do so again should ask himself soberly, "Do we or don't we want Britain to continue as a democratic partner and able ally?"

The Problem

That's what it boils down to, and it is boiling fast. Arithmetic tells part of the story. The year-old American loan of $3.75 billion is within $400 million of being used up. Britain has about $2.4 billion in gold. British investors still have perhaps $500 million in unpledged assets in the U.S. They have holdings elsewhere in the world valued at about $8 billion.

Such is the length of the British string, less than twice the $6 billion that is gambled on horse races in the U.S. yearly.

This string will be payed out with all the determination and courage that Britons have, but the tragic result is already discernible. Britain is like the family using credit to spend more than it earns. Seeing the dread day at hand when the credit is gone, it desperately tries to reduce expenditures. We see that in the tax on U.S. movies, the curtailed food orders here and in South America and all the rest of the dismal belt-tightening. Yet all this closes only one third of the gap between what Britain earns and what she spends.

Production for export is the only long-term solution to Britain's problem. But unless we help fast she will have to do two things. One is to reduce her imports of raw materials, which means closing some plants, cutting her present production and creating unemployment. The other is to give up her military commitments in Europe and the Middle East.

Under our now famous General John C. ("Courthouse") Lee in Italy some 30,000 British troops are serving, as compared with 20,000 Americans. In Germany the British have 200,000; we have 145,000. We may have an army in Greece before the year is out, simply because the British can no longer police that front and thus deny Communism an entry to the eastern Mediterranean. If the British do not hold the line of the iron curtain, we must take their place or let the Russians expand into a power vacuum. In counting the cost of aiding the British it is also wise to count the cost of not aiding them.

This is the situation. A more spunky American president would call Congress into session, lay the facts before it and call for an expansion of the present loan to tide Britain over until the Marshall Plan, if there ever is one, goes into effect for all of Western Europe.

Stern Advice

But a more spunky president would also address some stern words to the British government. As a friend and ally of Britain we have no right to tell the British what kind of government they should have, as long as it is not an aggressive totalitarian one like Russia's. But as a creditor we do have a creditor's right to criticize the way our debtor handles the money we lend him.

The British government handled the loan very badly indeed. Instead of making it last four years, as they had wishfully promised, they used it up in 14 months. Most of the money (52%) was spent, necessarily, for essential imports of food and raw materials. But a vital margin (16%), which ought to have gone for machinery to get the British economy going, went instead for tobacco and movies. Another serious drain was caused by the joint error of the British and U.S. treasuries in rashly making pounds convertible into dollars on transactions after July 15. This started a run on sterling which was only stopped on Aug. 20 by belatedly suspending convertibility.

The Attlee government has signally failed in its promises to make Britain an economic going concern. Production is 100% of prewar but it should be 150% if Britain is to be solvent and strong. British business is strangled by a veritable Kremlin of red tape which can slow down a huge factory as well as it can make the corner grocer spend 16 hours a week filling out forms. At the same time labor has been coddled along in the complacent belief that because everyone has a job everything is all right.

The Labor Government may find it hard to tell its own supporters the tough facts of Britain's plight. But they will find it harder still to convince an American congressman from the Middle West that British workmen should enjoy a five-day week while American farmers work a six-day week to grow Britain's food.

The sorest spot of all in the British economy is coal. Before the war Britain exported about 30 million tons of coal to the Continent, which made her first among the surplus coal exporters of the world. Last year she exported no coal and in fact imported a little from the U.S. The mines are so obsolete and worn out that a British miner's daily production is only a quarter that of an American miner.

The miners themselves are the most bitterly disaffected group in Britain. Their grievances go back through a century of private ownership, but when the mines were nationalized last year it was hoped they would turn to and work hard for Fuel Minister Emanuel Shinwell. He is about as far left as the left wing of the C.I.O. Instead they have listened to the secretary general of the miners' union, Arthur Horner, who is a pro-Communist and hence a supporter of Stalin's program for Britain, which is low production and chaos.

The British had a severe coal shortage during the war. After taking a look at the mines U.S. engineers decided they must look elsewhere for a solution. They scoured the U.S. for steam shovels, draglines and bulldozers and with this makeshift equipment they actually stripped 10 million tons of surface coal from British fields, parks and golf courses. This may not be the answer to today's coal crisis, but it illustrates the sort of drastic action that is called for.

Coal First

Coal is the nub requirement for a going British economy. A resumption of British coal exports to the Continent would do more than any one thing to make the Marshall idea of a united, resurgent Western Europe possible. It would insure continued production of the manufactured exports required to pay for food imports.

A very sensible program, then, would be for the U.S. first to expand Britain's line of credit so that she can eat and have raw materials to work with and, secondly, apply our peculiar genius and machines to the central problem of dramatically and suddenly boosting Britain's coal production.

That is not the end of the story, as the Marshall planners in Paris will shortly inform us. But it is the logical place to begin. So let's get going. The sky is falling, and young Hercules must speed to the aid of old Atlas.

PICTURE OF THE WEEK: ➔

On Aug. 22 three British transports, which had lain motionless 25 sweltering days off the French Mediterranean coast at Port de Bouc, France, weighed anchor and sailed for Germany. On board, behind wire fences, were some 4,300 Jewish refugees who had made an unsuccessful attempt in July to reach Palestine on a converted American steamship renamed *Exodus, 1947*. Although they had received a standing offer of sanctuary in France, the refugees chose as a matter of principle to force the British to deport them to Germany and chose to show their contempt by smearing a Nazi swastika over the British flag (*opposite*). Meanwhile members of the U.N. Special Committee of Inquiry on Palestine, searching for a solution to this bitter conflict, reported that the committee would recommend 1) termination of the British mandate and 2) either a joint Arab-Jewish state or division into two separate states.

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ON FORCED VOYAGE BACK TO GERMANY
JEWS SMILE AT THEIR OWN GRIM JOKE:
A SWASTIKA PAINTED ON BRITISH FLAG

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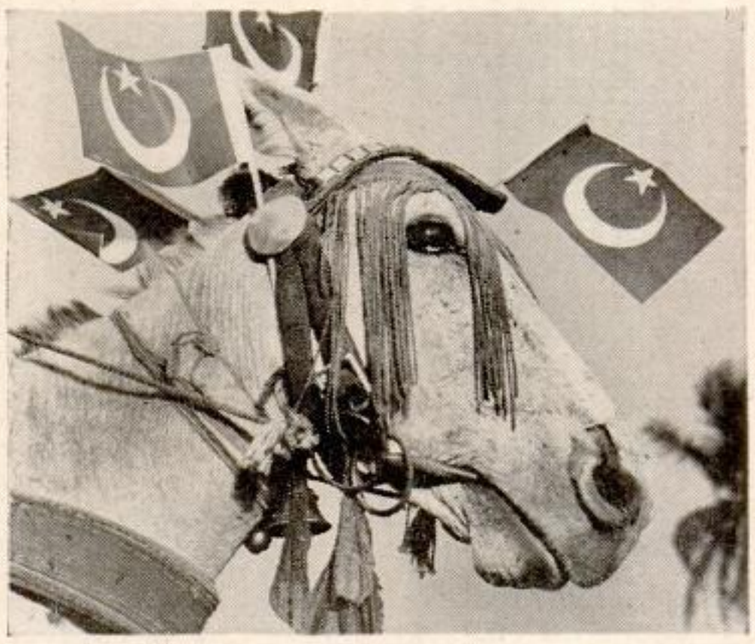
LAST VICEROY and his lady stand on steps of Karachi's Assembly Hall with Jinnah and his sister Fatima.



LAST MESSAGE from India's emperor is read by Lord Mountbatten on Aug. 14. Jinnah glances at a lady's hat.



LAST SALUTE to his special Karachi honor guard is given by the viceroy just before leaving for New Delhi.



A KARACHI MULE WEARS THE FLAG OF PAKISTAN

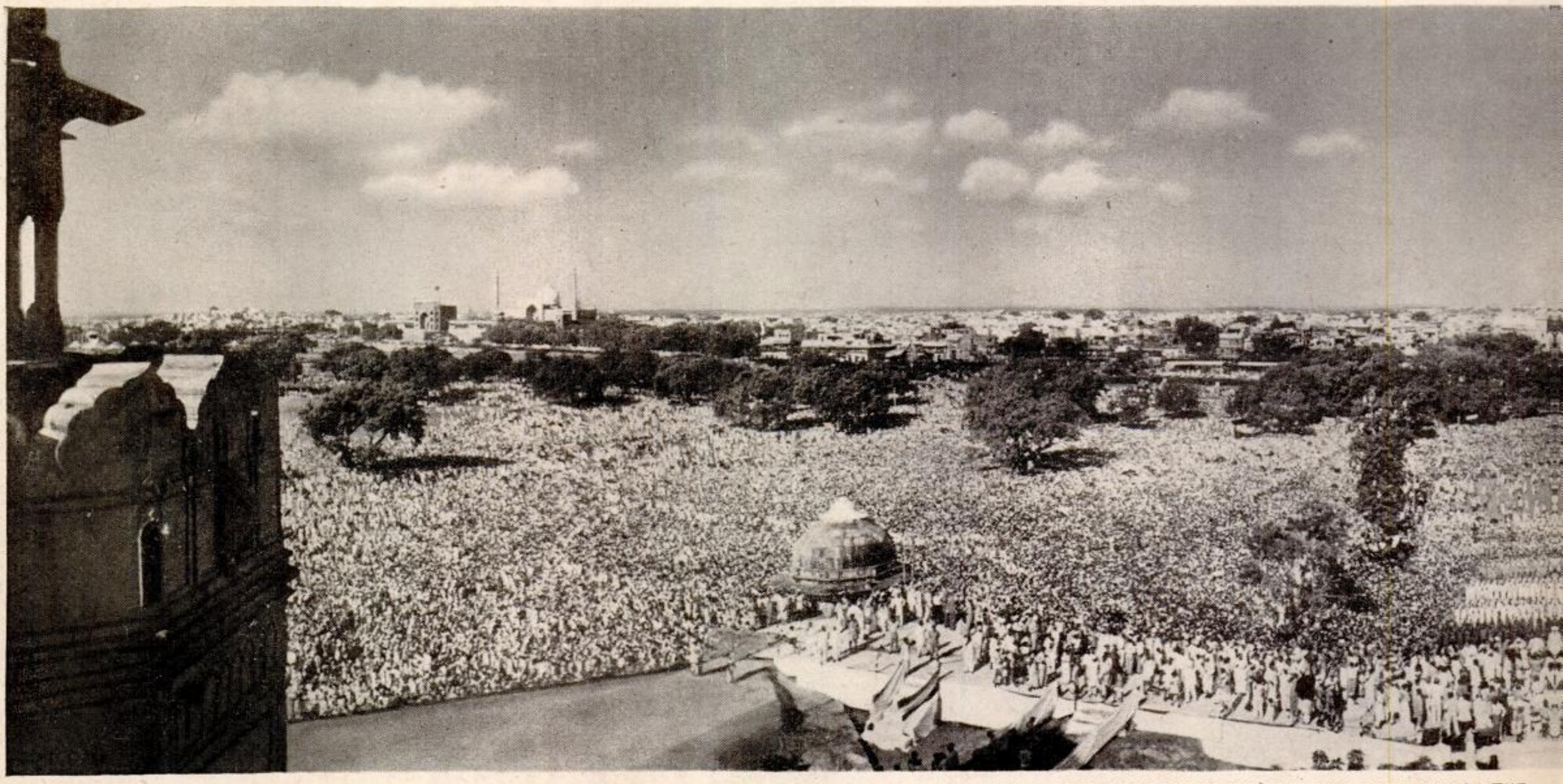
THE BIRTH OF TWO NATIONS

Independence comes to dominions of Moslem Pakistan, Hindu India

The pictures on these pages record the birth of two nations, Pakistan and India.

In Karachi, capital of Moslem Pakistan, Lord Mountbatten, last viceroy of India, appeared before the Constituent Assembly on Aug. 14 to turn over the power of that Moslem nation to its people. After some short speechmaking he left, boarded a plane, returned to New Delhi. On the 15th, Mohamed Ali Jinnah took his oath as Governor General. There were some fireworks, but it was a businesslike affair.

In New Delhi, capital of Hindu India, things were different. At an instant past midnight on Aug. 15, the Constituent Assembly listened as a member blew a raucous conch shell in the traditional Hindu salute to the dawn. Thirty-two minutes later Jawaharlal



BETWEEN TOWERING TURRETS OF "OLD RED FORT," HISTORIC CITADEL OF DELHI, ALMOST HALF A MILLION PEOPLE, LARGEST CROWD EVER TO ASSEMBLE IN THE

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OFFICIAL NOTICE that Dominion of India has assumed power is given Mountbatten by Nehru (*center*).

Nehru officially requested Earl Mountbatten to be their first Governor General. Mountbatten accepted. That morning Delhi went wild. The people gathered in the streets to cheer Mountbatten as no European had ever been cheered before. To the blare of trumpets he mounted the throne in great Durbar Hall to take his oath. Then came a state tour of the city. Happy people broke through police lines and feverishly shook hands with their Governor General. But as Independence Day receded into the past and great crowds gathered to watch their new flag go up (*below*), the predicted civil war between the religious communities seemed about to burst forth. At last week's end the Sikhs and Moslems were already fighting a war of extermination in the Punjab.

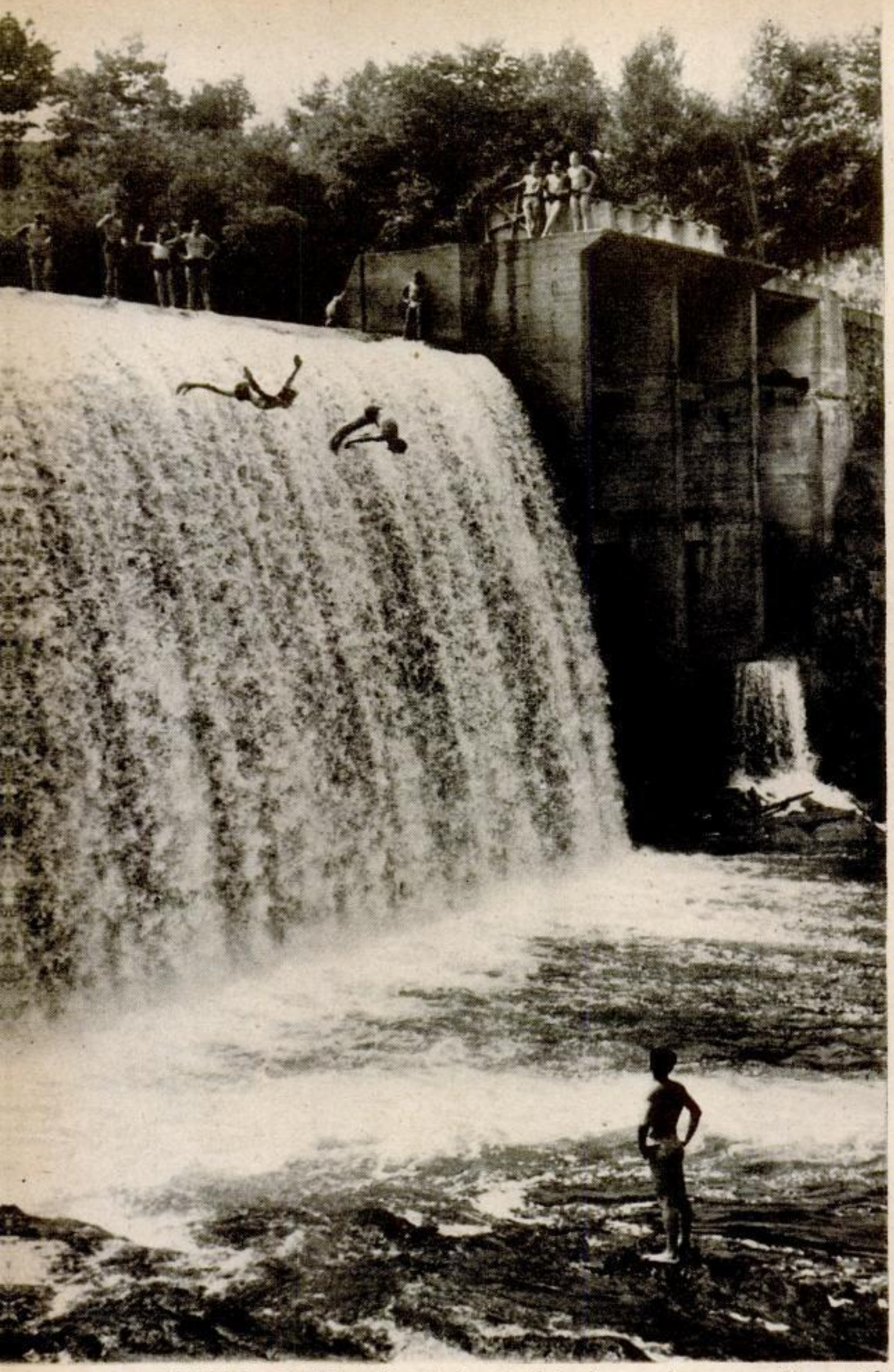


LORD AND LADY MOUNTBATTEN ENTER GOVERNMENT HOUSE AFTER HIS FIRST TOUR AS GOVERNOR GENERAL

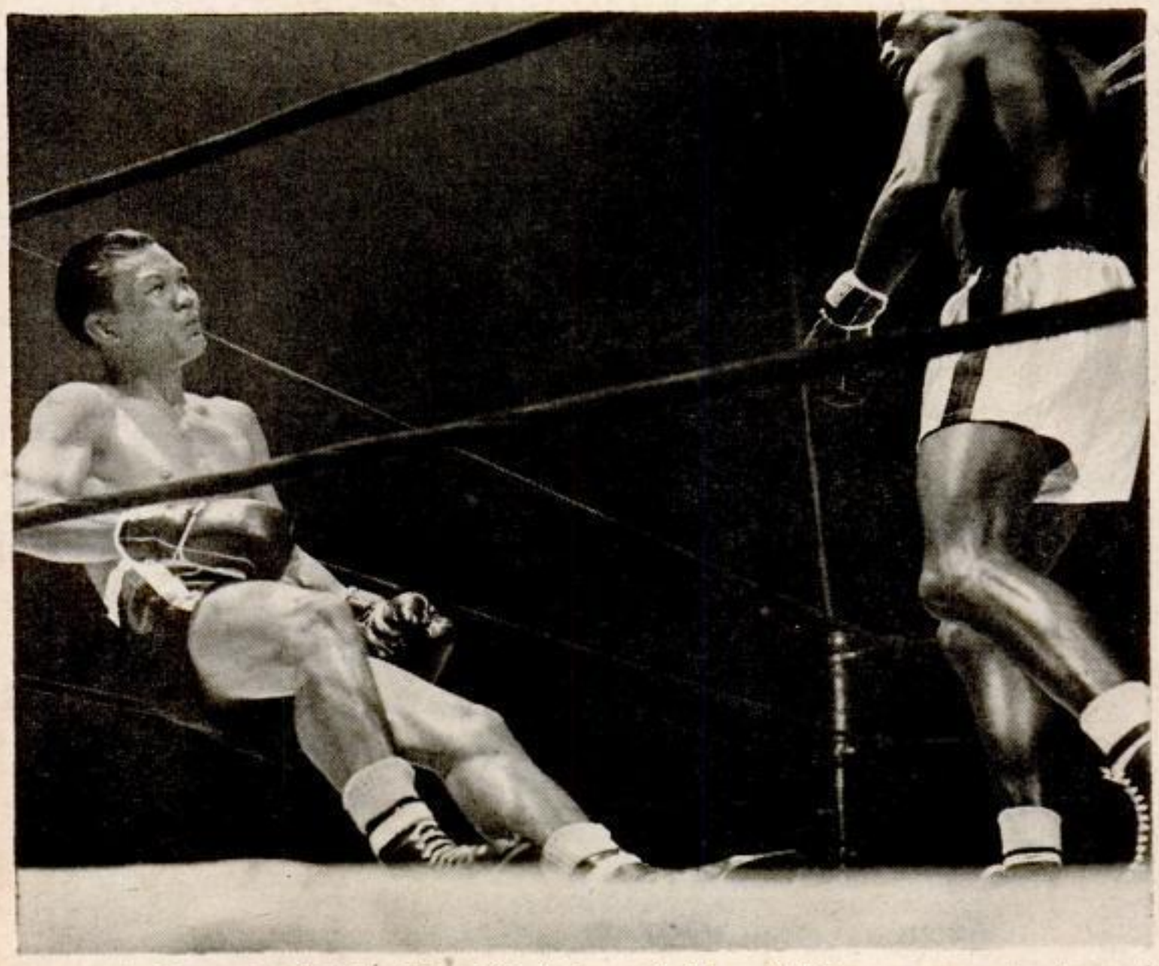


CITY, GATHER TO WAIT FOR THEIR NEW DOMINION FLAG TO GO UP. FLAG, ABOVE RANGE OF CAMERA, WAS RAISED AT COMMAND OF NEHRU, PRIME MINISTER OF INDIA

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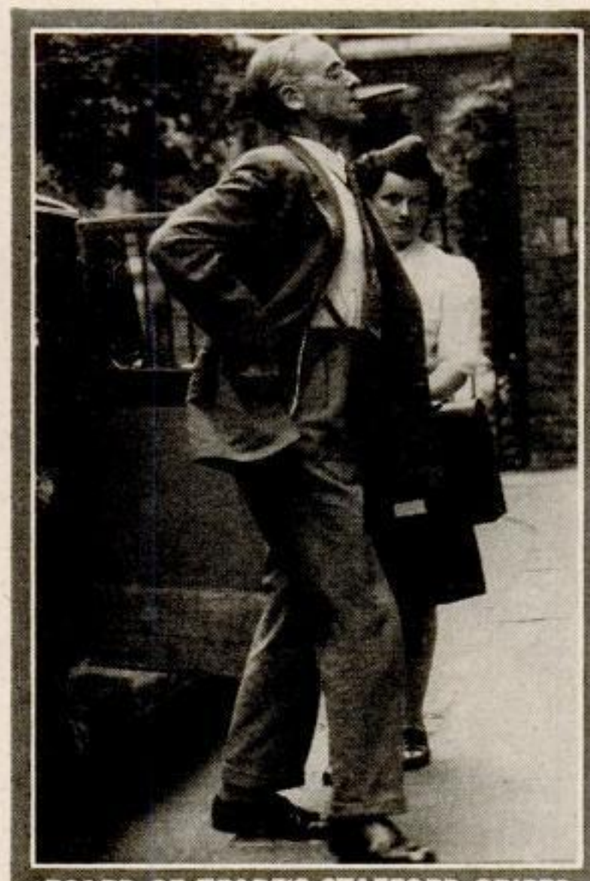


COOLING OFF At New Auburn, Maine last week a group of boys with more nerve than sense thought up a stunt which is not likely to sweep the country as a hot-weather antidote: a dizzy 45-foot dive from the top of a dam into the foaming waters of the Little Androscoggin River.



COOLED OFF In New York it took Ray Robinson one minute and two seconds to knock out an unknown fighter named Flash Sebastian. The loser went down with the glassy-eyed stare of a veteran.

CRISIS IN BRITAIN Most of the big men in Britain's Labor Government had long faces last week as they hurried to and from emergency meetings of the Cabinet (*below*) at No. 10 Downing St. Chancellor of the Exchequer Hugh Dalton and Food Minister John Strachey (*center*) managed to smile, but nobody had much to be happy about. Out of the meetings came plans for freezing the $400 million left out of the $3.75 billion U.S. loan (Editorial *p. 36*). The farmers were told to produce more food. The coal miners were told that absenteeism had to stop, but the Mine-Workers Union's Communist-line secretary, Arthur Horner, who was called into consultation, probably will not take this too seriously. Meanwhile coal production, 668,000 tons a month behind quota, reminded Britons that they will be cold again this winter.



BOARD OF TRADE'S STAFFORD CRIPPS



MINE-WORKERS' ARTHUR HORNER



HEALTH'S ANEURIN BEVAN



EXCHEQUER'S DALTON



FOOD'S JOHN STRACHEY



PRIVY COUNCIL PRESIDENT MORRISON



EDUCATION MINISTRY'S TOMLINSON

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ARMY'S EMPTY HELMETS For three years the U.S. Military Academy at West Point has dominated college football. Led by Glenn Davis, Felix "Doc" Blanchard and Arnold Tucker, the greatest backfield combination of all time, the cadets won 27 games, tied one, lost none. But last week, as practice began at West Point, Coach Earl "Red" Blaik (*right*) ruefully started to build a new team with three regulars—Tackle Goble Bryant, Halfback Elwyn Rowan, Guard Joe Steffy—and eight empty helmets and 16 empty shoes for this year's 52-man squad to fill.





ROYAL PHOTOGRAPHERS Queen Wilhelmina of the Netherlands loathes having her picture taken. But she consented to a 67th birthday portrait Aug. 31. No professional photographers were admitted. The queen posed with her daughter Princess Juliana and the princess's four children as Juliana's consort Bernhard took a picture (*left*). Then the queen swapped places and snapped the shutter herself (*right*).

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THE PRESIDENT'S DAUGHTER, clad in a flowing white formal gown, tries for a high note as she tackles a Mozart aria in Hollywood Bowl. Conductor is Eugene Ormandy. Margaret sang five songs plus two encores.

MARGARET TRUMAN SINGS IN PUBLIC

On Aug. 23 President Truman's 23-year-old daughter Margaret gave her first public concert in the Hollywood Bowl. This report was written by LIFE's *Winthrop Sargeant:*

The 15,000 people who had come to hear Margaret Truman did a lot of guessing. Many guessed that she was coasting along on her father's name. A few differed. "It must be hard," they said, "for a little gal like that to succeed in spite of having a president for a father." A more positive note was sounded by a gentleman in the front row who turned belligerently in his seat as she finished her first aria and addressed at least six rows of the audience. "She is a fine girl," he declared, "and she has a very sweet voice!"

The one man who knew exactly how Margaret Truman was singing was Stirling M. Stevens, the Bowl's chief soundman. It was his job to see that the Truman voice flowed through the Bowl's loudspeakers with appropriate volume and quality. For nearly 20 years Stevens has been enlarging, deepening, rounding out every voice at the Bowl, which includes practically every celebrated one from Crosby's to Pinza's. His attitude toward the Truman voice was detached and technical. "It's very simple," he explained, squinting at the dial that registered Miss Truman in terms of decibels. "I just keep Miss Truman up and Mr. Ormandy down." As the singer reached for a high note, Mr. Stevens reached for a knob. The note came floating beautifully through the loudspeaker. "She has no top," he confided, "and of course she has no bottom at all." When she finished the number, he sighed. "It's a much larger voice," he conceded, "than Bing Crosby's."

On stage Miss Truman was natural, ingratiating, self-assured. But to the critical ear her voice revealed many signs of immaturity. Even Mr. Stevens failed to save her "bottom," which trailed off to a point of inaudibility. Her coloratura marksmanship frequently went wide. Even in the modest group of rather simple songs and arias that were chosen for her, she betrayed the uneasiness that comes from inadequate training.

To the Bowl audience Miss Truman's debut was an event of public and social interest which dwarfed the question of whether she could or could not sing. To the Herculean and ubiquitous Mrs. Margaret A. Strickler of Kansas City, who claims the dubious distinction of teaching her how to sing, it was an occasion for eagerly grasped publicity. But behind the whoop-dee-do it was not difficult to detect the makings of a tragic and pathetic situation for an earnest, likable young girl. For Margaret Truman's own sake certain questions deserved honest answers. Would she be making successful public appearances at her present stage of development if she were not the daughter of the President of the U.S.? The answer is simply no, she would not. Is she ever likely to qualify as a professional singer in concert or opera? Probably not. In any case, only after many years of obscure and disciplined study far from any concert hall. She is merely being exploited for the publicity value of the Truman name, not for her own benefit but for that of her teacher and the politicos and other notables who are turning her meager talents into a Roman carnival. It couldn't have happened to a nicer girl.

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SOMEWHERE IN EVERY SCHOOL CHILD'S DAY THERE'S A PLACE FOR GOOD HOT SOUP

Bowls of a Hearty Soup Like Campbell's Vegetable Can Be The Mainstay of Lunch or Supper

With study and play filling up a long and busy day, school children need plenty of nourishing food to *go* on and to *grow* on. Mothers insist on their having the right food at the right time—including a substantial hot dish at lunch. Pretty regularly they serve them bowls of a hearty soup like Campbell's Vegetable. Women know this homey soup, with its good beef stock and fifteen different garden vegetables, is an easily digested main dish, soundly nourishing and a special favorite with youngsters. Mothers say it's almost a meal in itself . . . a soup to stick to young ribs. Naturally they keep it always on hand. Do you?

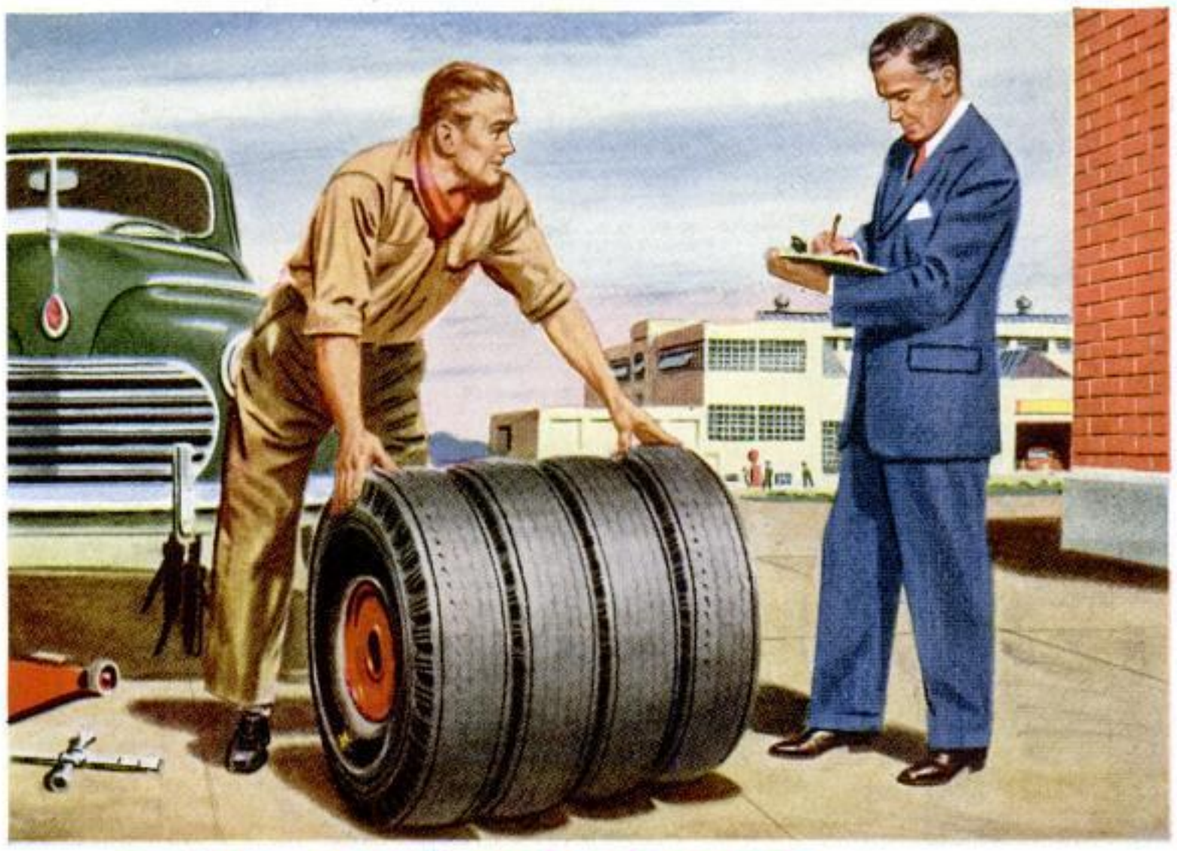


Campbell's VEGETABLE SOUP

LOOK FOR THE RED-AND-WHITE LABEL



PRICES DOWN... WITH THIS



MILLIONS OF TEST MILES PROVED IT!

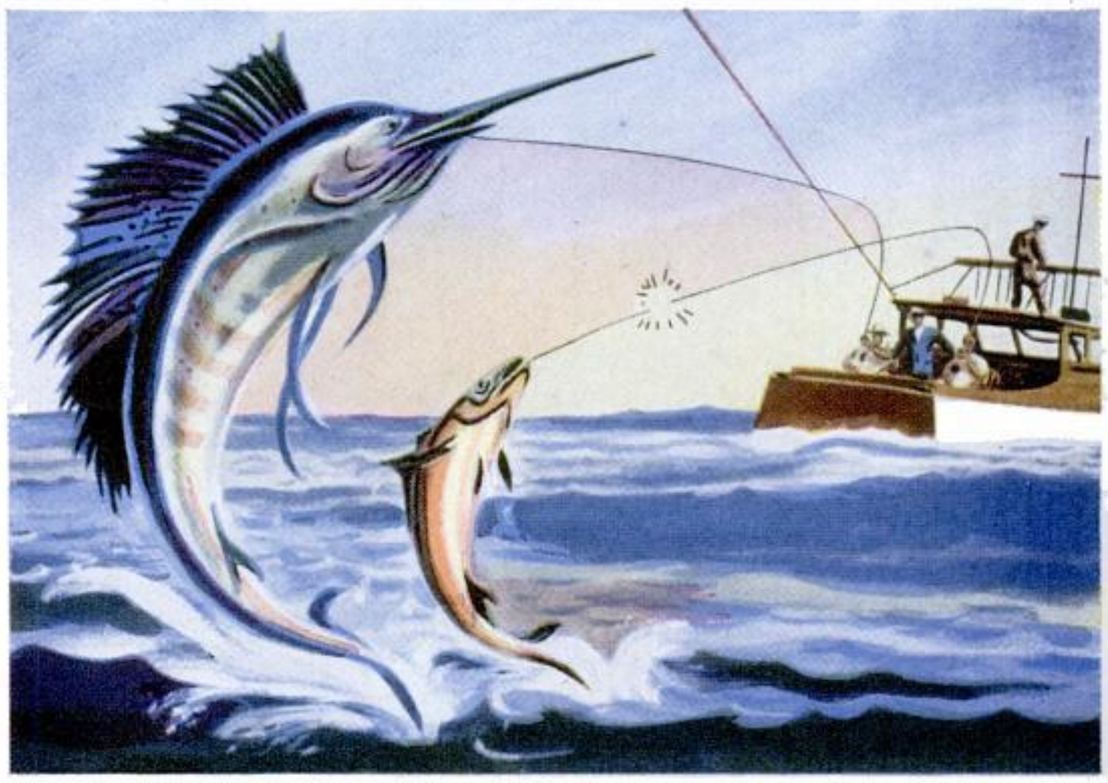
This is the record of the *new* Goodyear De Luxe tire in millions of miles of road tests in which tires were driven until the treads wore smooth.

The *new* Goodyear De Luxe averaged 34% more mileage than the famous Goodyear tire it replaces. Yes, *34% more mileage!*

As you probably know, road tests are tougher on tires than ordinary driving. So the *new* Goodyear De Luxe certainly ought to do at least as well on the wheels of your car.

NEW!...POSTWAR PERFORMANCE—PREWAR PRICE!

This increased mileage actually costs you less. You not only get a new and better tire, you get it at a prewar price!



NEW!..STRONGER CORD!

The body of the sturdy *new* De Luxe is stronger because the cord in it is stronger. The extra strength in the body means the tread can be made heavier. As a result, you get longer wear.

NEW!..HUSKIER SHOULDER —MORE EVEN WEAR!

The improved shoulder design of the long-lived *new* De Luxe makes the shoulder huskier, yet more flexible. In addition, it results in more even wear. The more evenly a tire wears, the longer it wears.



THE NEW GOOD

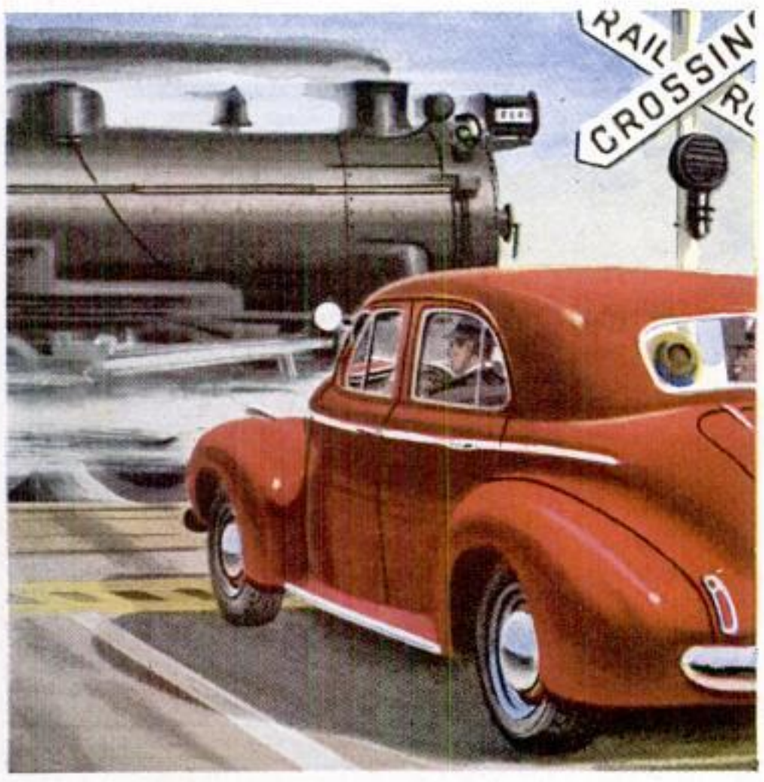
All-Weather T.M.—The Goodyear Tire & Rubber Company

MORE PEOPLE RIDE ON GOODYEA

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MILEAGE UP 34%

New Tire!



NEW!..WIDER TREAD
—BETTER TRACTION!

The tread of the sure-footed *new* De Luxe is flatter and wider. It puts more rubber on the road. It gives you extra traction when you need it most. Your wheels grip the road better when you step on the brakes or the gas.

• • •

This *new* Goodyear De Luxe tire is typical of the many improvements in tires that for 32 straight years have made it true that: More people ride on Goodyear tires than on any other kind.



Your choice of two famous treads:
The De Luxe Rib
The De Luxe All-Weather

YEAR DE LUXE

TIRES THAN ON ANY OTHER KIND

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"30 SECONDS OVER TOKYO"— 5 YEARS AFTER

● One of these days, at your local airport, you may see a plane taxi in. Lettered on its side will be a sign . . .

SHELL FLYING LABORATORY
for Aviation Research

If you've a good eye for aircraft, you'll know the plane for a B-25—Uncle Sam's first smashing reply to Pearl Harbor . . .

This flight laboratory is an important *new part* of Shell Research. It is the "missing link" between on-the-ground laboratory work benches, test engines, and pilot plants, and the ever-changing conditions of flight from sea level to substratosphere.

Fittingly, this work is directed and the plane is often operated by former General "Jimmy" Doolittle who, as a scientist with Shell in 1934, helped develop the first 100-octane aviation fuel in commercial quantities.

You may perhaps suspect that the B-25 was chosen, in part, for its sentimental association with the Tokyo raid. It was actually selected as the ideal plane for the job at hand—to fly high and fast, and carry a great load of complex instruments . . .

Watched over by the Flight Engineer, the multiple fingers of these instruments are on every pulse of the throbbing plane—recording temperatures, pressures, other symptoms. The purpose: to study performance in relation to fuel, engine oil and other lubricants, and hydraulic fluids.

Under high-powered lights, movie and still cameras make a record of the reading of every instrument. It's all on film, for later study and interpretation by Shell Research scientists.

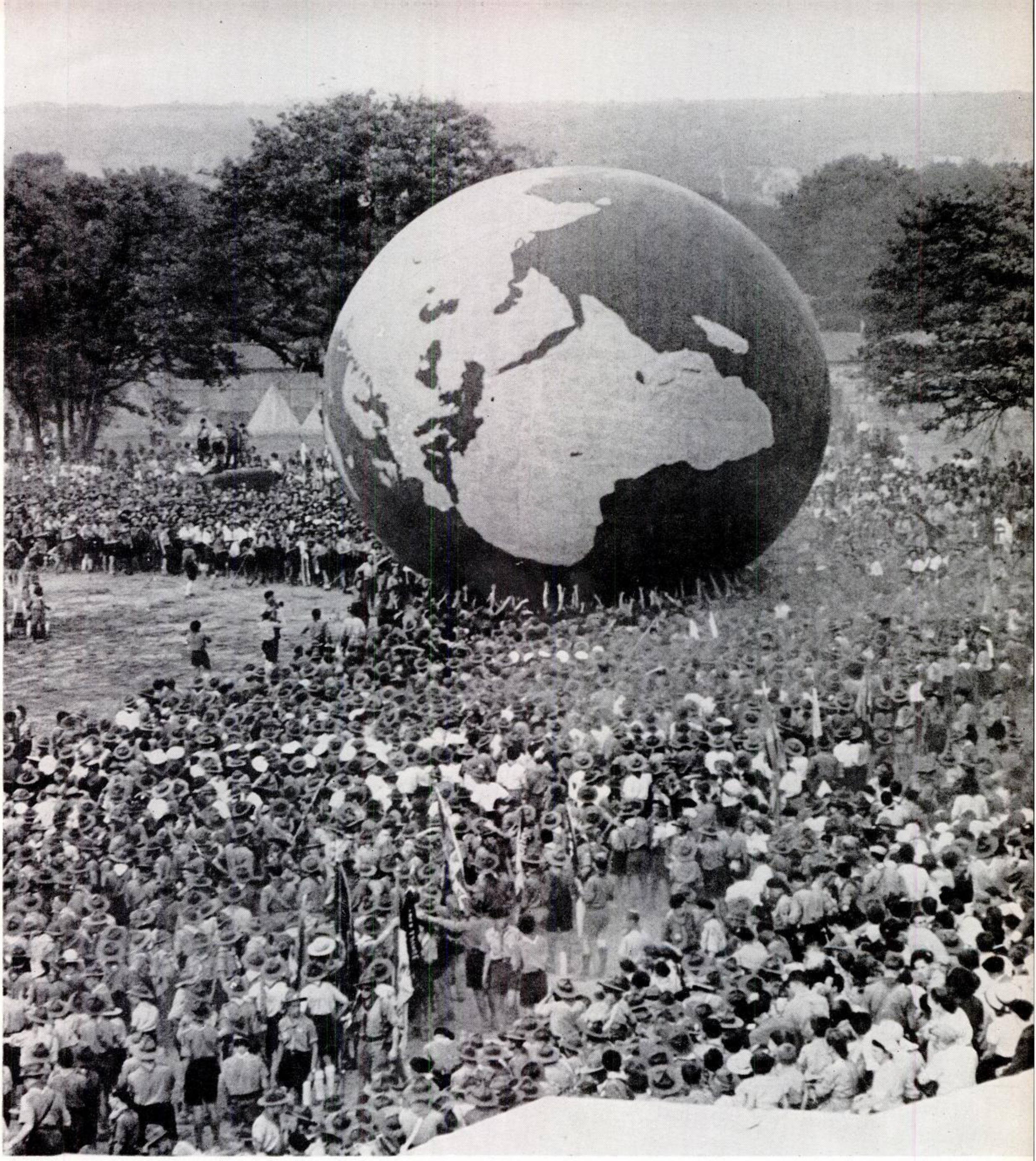
Military aviation, engine and plane manufacturers, commercial airlines, private flyers—in some phase of research, the Flying Laboratory will represent all of them.

This Flying Laboratory is only one research enterprise through which Shell achieves leadership in the petroleum industry, and in petroleum products. Wherever you see the Shell name and trade mark, Shell Research is your guarantee of quality.

SHELL

Horizons widen through Shell Research

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BOY SCOUTS OF 40 NATIONS BREAK UP THEIR SIXTH JAMBOREE AT MOISSON BY PASSING AROUND A HUGE BALLOON TO DEMONSTRATE WORLD SOLIDARITY

SCOUT JAMBOREE

Boys gather in France to promote world friendship, swap souvenirs

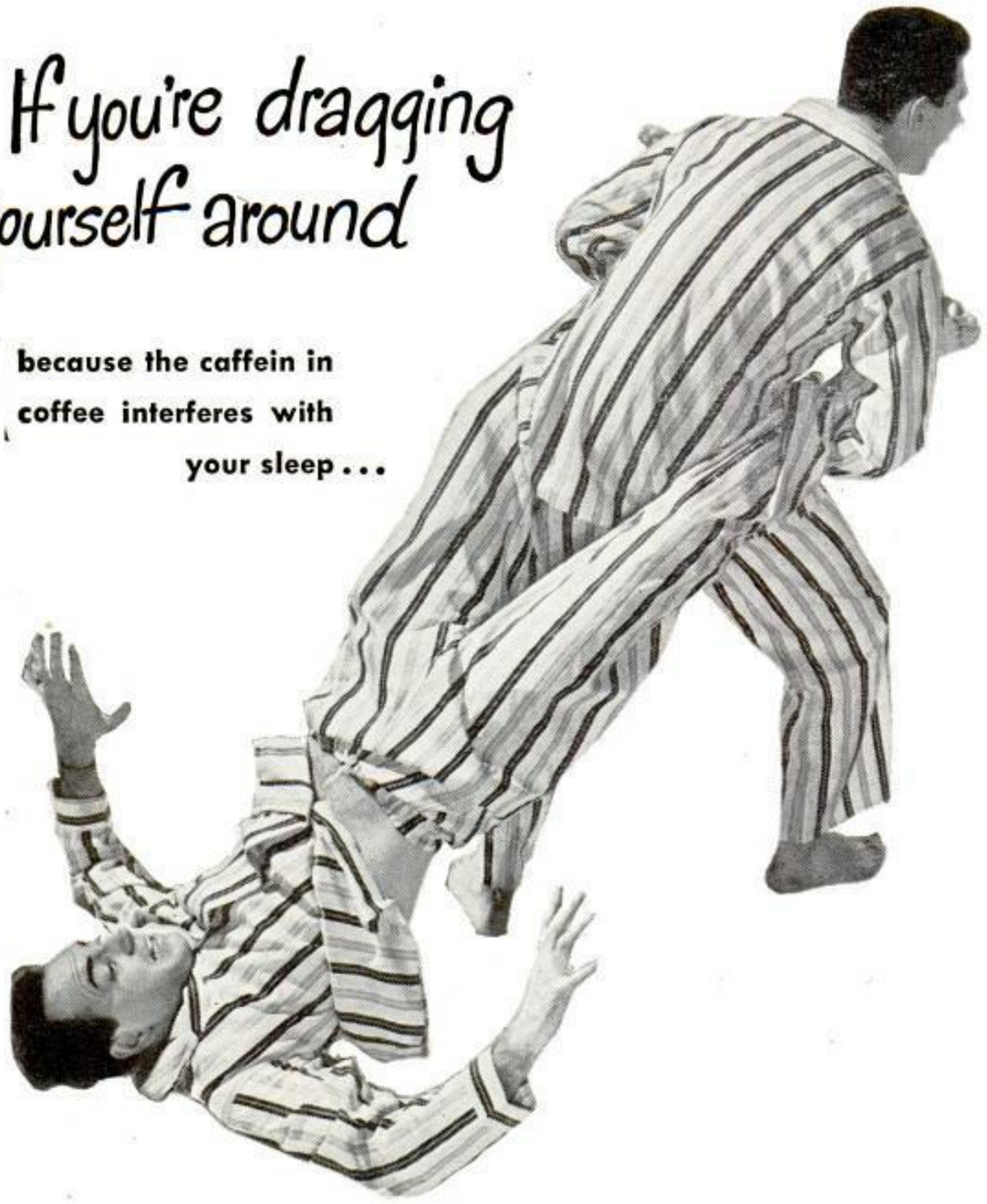
It was the first World Jamboree in 10 years, and the Boy Scouts made the most of it. Assembling near Moisson, France, 30,000 strong from 40 countries, they got right down to business, giving joint parades and individual demonstrations of knot-tying and first aid. But the most widespread activity was an unofficial one: swapping. A Montanan traded his campaign hat for a beret. An Oregonian unloaded a bull whip, got a Scottish kilt. Some Texans dealing in horned toads made off with the best haul of the jamboree. An international incident was averted when Hungarian scouts arrived with Communist leaflets but left them undistributed in their tents. French scouts lived up to the jamboree theme (international friendship) by smuggling in 17 German boys, explaining, "We cannot keep on fighting the war." Then, after a mammoth final ceremony (*above*), the boys, like conventioners young and old, turned to sightseeing. Within 24 hours one group turned up at Paris's Folies-Bergère (*p. 50*).

CONTINUED ON NEXT PAGE

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If you're dragging yourself around

because the caffein in coffee interferes with your sleep . . .



switch to rich, delicious, caffein-free

Sanka Coffee



and sleep like this!



Sanka Coffee is superb coffee

All coffee—real coffee—finest coffee—97% caffein-free!

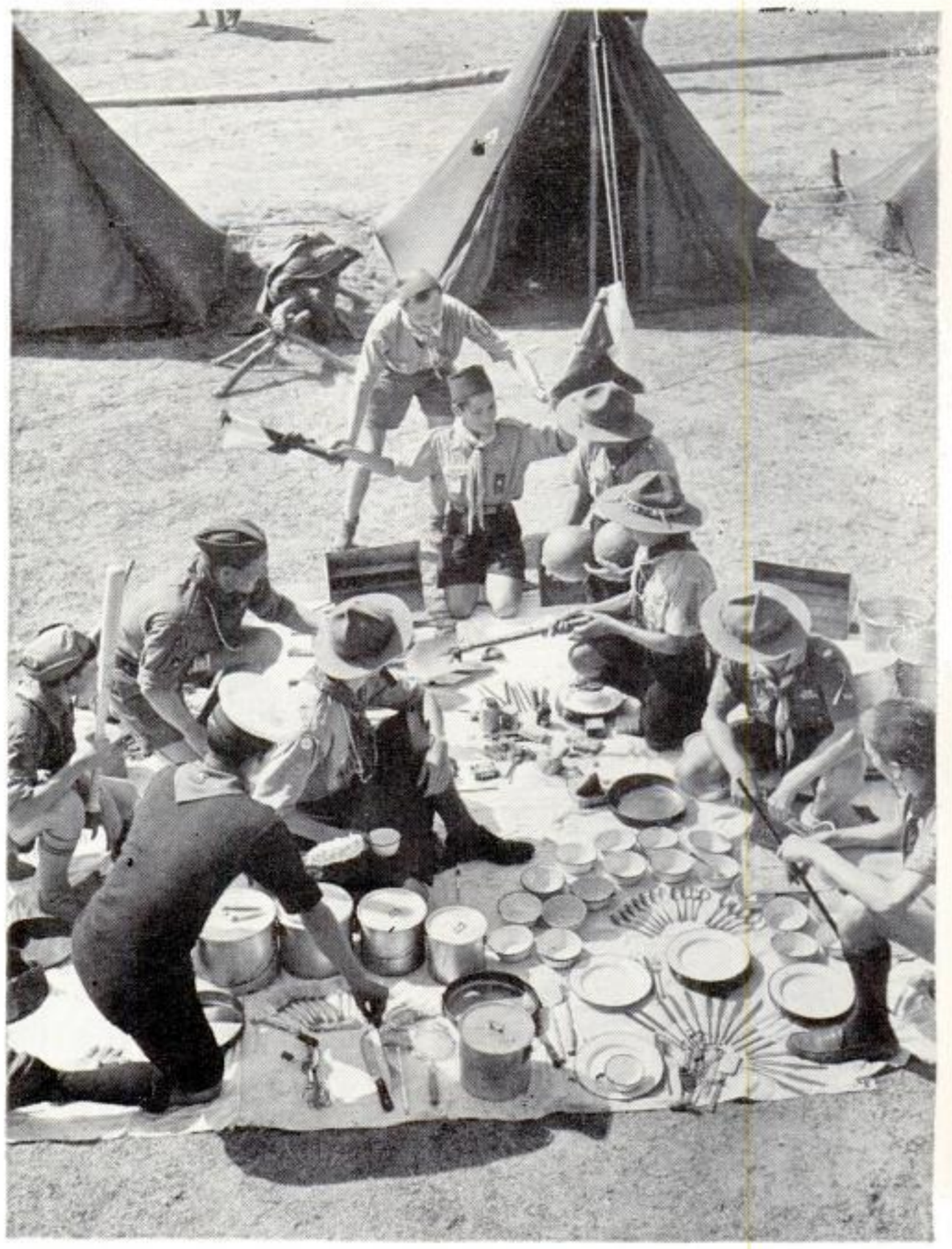
Drink it and sleep!

For your convenience, Sanka Coffee now comes in two delicious forms—New Instant Sanka, as well as your favorite grind for percolator or drip method!

A Product of General Foods



Scout Jamboree CONTINUED



GIFTS brought by A Troop 3, Rochester, N.Y. include crockery for Rochester, England, kettles and cutlery for Scotland, baseball equipment for Czechoslovakia, paint, screwdrivers and gum for Hungary, signal flags for Algeria. A Troop 3 gave away items to "further the cause of scouting throughout the world."



HAUL of Jerry Wright from A Troop 3 provides him with a heterogeneous uniform: Indian turban, Ceylonese shawl and staff, Scottish kilt and sporran and Dutch wooden shoes. The price he paid: two cameras, one watch, several sweaters, neckerchiefs, cowboy scarves, insignia, and packs of chewing gum.

CONTINUED ON PAGE 90

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Dependable

CHAMPION

AMERICA'S FAVORITE SPARK PLUG



The roaring midgets are in full cry again, dispensing their spine tingling thrills to enormous crowds nightly, on race tracks all over the nation. Tremendous acceleration, and keen driving skill are their stock in trade as they race literally hub to hub. Neither car nor driver can falter for a split second, and that's precisely why dependable spark plugs are of paramount importance. The *overwhelming* majority of midget car pilots use dependable Champion Spark Plugs. Here is testimony by experts that Champions make every engine a better performing, more dependable engine. Champion Spark Plug Company, Toledo 1, Ohio.

FOLLOW THE EXPERTS

DEMAND NEW DEPENDABLE CHAMPIONS FOR YOUR CAR

Listen to the CHAMPION ROLL CALL . . .
Harry Wismer's fast sportscast every Friday night, over the ABC network

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Tempt

Together, for every memorable moment—
you and the proud young shoes
that keep *him* ever-proud of you!
Choose romantic Paradise
fashions . . . now and for always.



Trellis

Paradise Shoes

These and many other Fall styles ready
for you now at finer stores everywhere.
BRAUER BROS. SHOE CO., St. Louis 8, Mo.



ON THE STAGE 16-YEAR-OLD JUD HOLCOMBE GETS A MAN'S MUSTACHE



THEN CHORUS GIRL ASKS SCOUT DONN HILL, "DO WE PLEASE YOU, YES?"



AS EVERYBODY ELSE ROARS WITH GLEE BOYS MANAGE UNEASY SMILES

SCOUTS WENT TO FOLIES-BERGERE

With the dirt of the Moisson jamboree carefully scrubbed from their faces, the 1,130 American scouts descended upon Paris for two days of sightseeing. Eighty of them (with parents' permission) visited the Folies-Bergère, mecca of all Americans in Paris. Two scouts selected as stooges (*above*) even made the show. In the world's most famous burlesque theater, the boys sat transfixed and pop-eyed. One member emerged afterward to pronounce it "just beautiful . . . really beautiful art."

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NEW

low-priced electric *Telechron* alarm, Little Tel



ALL'S QUIET . . . *not a sound will there be to disturb your peaceful slumber.* Electric *Little Tel is your "tickless" timekeeper.*

Little Tel is big news . . . costs no more than a conventional spring-wound model . . . brings you the extra advantages of an *electric* alarm clock. Little Tel keeps perfect time without winding, never runs down, or fast, or slow . . . and the on-the-dot alarm keeps on sounding until you wake up and stop it. Little Tel never needs oiling or regulating, for it has the self-starting Telechron motor that has long been winning fame for dependability. Actual size is shown, with brown or ivory-colored plastic case. Telechron Inc., Ashland, Mass.

$4.95 Plus Tax

TELALARM JR.—slightly larger, with *control-a-tone* alarm that you can regulate *low* or *loud*. With luminous hands and dial....**$5.95**

Same clock with fully luminous case—the clock that glows in the dark.....**$6.50**

TELALARM—same design, in a larger size—with luminous hands and dial and bell alarm**$6.95**

Telechron
REG. U. S. PAT. OFF.
ELECTRIC CLOCKS

All prices PLUS TAX *— prices and specifications are subject to change without notice.*

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Of Topmost Choice



There is a mellow glow in the amber depths of OLD TAYLOR and a rich bouquet that plainly indicates the bluegrass heritage of this fine, bonded bourbon. But it is only when OLD TAYLOR passes your lips that you realize why this proud product of old Kentucky is the *topmost choice* of those who know, and love, good bourbon.

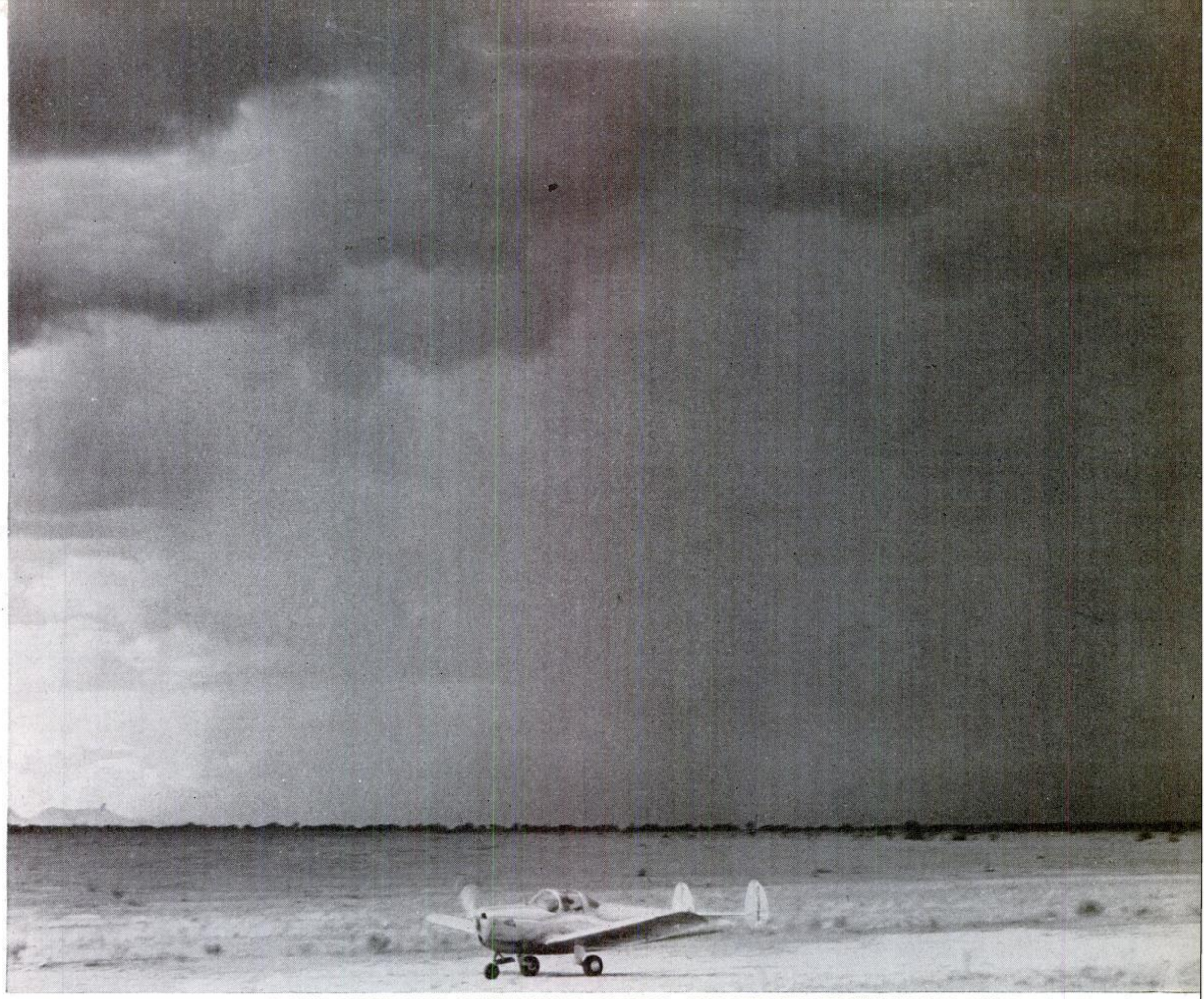
SIGNED, SEALED AND DELICIOUS

100 Proof

UNDER SUPERVISION OF U. S. GOVERNMENT
BOTTLED IN BOND

National Distillers Products Corporation, New York, N.Y.

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NICK GETS HOME JUST IN TIME, LANDING TWO MINUTES AHEAD OF HIS HOMEMADE RAINSTORM. MORE OFTEN THAN NOT HE LANDS IN A DOWNPOUR (NEXT PAGE)

NICK THE RAIN MAKER

An enterprising Arizona rancher makes practical use of a new discovery to save his range from drought

For weeks, heavy, moisture-laden clouds had sailed right on over the parched fields of Nick Gregovitch's ranch in southern Arizona. It was December 1946, and snow was desperately needed to build up the springs and moisten the grass roots. But the snow was being carried eastward to fall on the distant slopes of the Great Divide. Short of an appeal to the supernatural, it seemed that there was nothing to be done about it. Then, on Jan. 2 Nick discovered that there was a way of forcing the recalcitrant clouds to give up their precious content; in the Dec. 30 issue of LIFE he read that scientists at General Electric had precipitated snow by "seeding" clouds with dry ice. Like other men whose livelihood depended on the weather, Nick was fascinated by the idea. Unlike most of them, he happened to have an airplane (taken in on a bad debt) and a quantity of dry ice (packed around some ice cream). By midafternoon Nick was 10,000 feet above the town of Nicksville, hopefully dumping dry-ice pellets into the fat clouds below him. Five minutes later he was struggling to keep his little plane right side up in a swirling snowstorm. Late that evening when he drove back from the distant field where he had had to land, he found his ranch glistening under a 5-inch blanket of snow. "Hell," said Nick, "this is a good deal!"

In the months that followed Nick kept up his rain-making efforts, usually with good results. Other ranchers in the neighborhood, convinced by Nick's success and salesmanship (*p. 56*), chipped in to help buy ice and gasoline. By August the grass was thriving on their once-dry range.

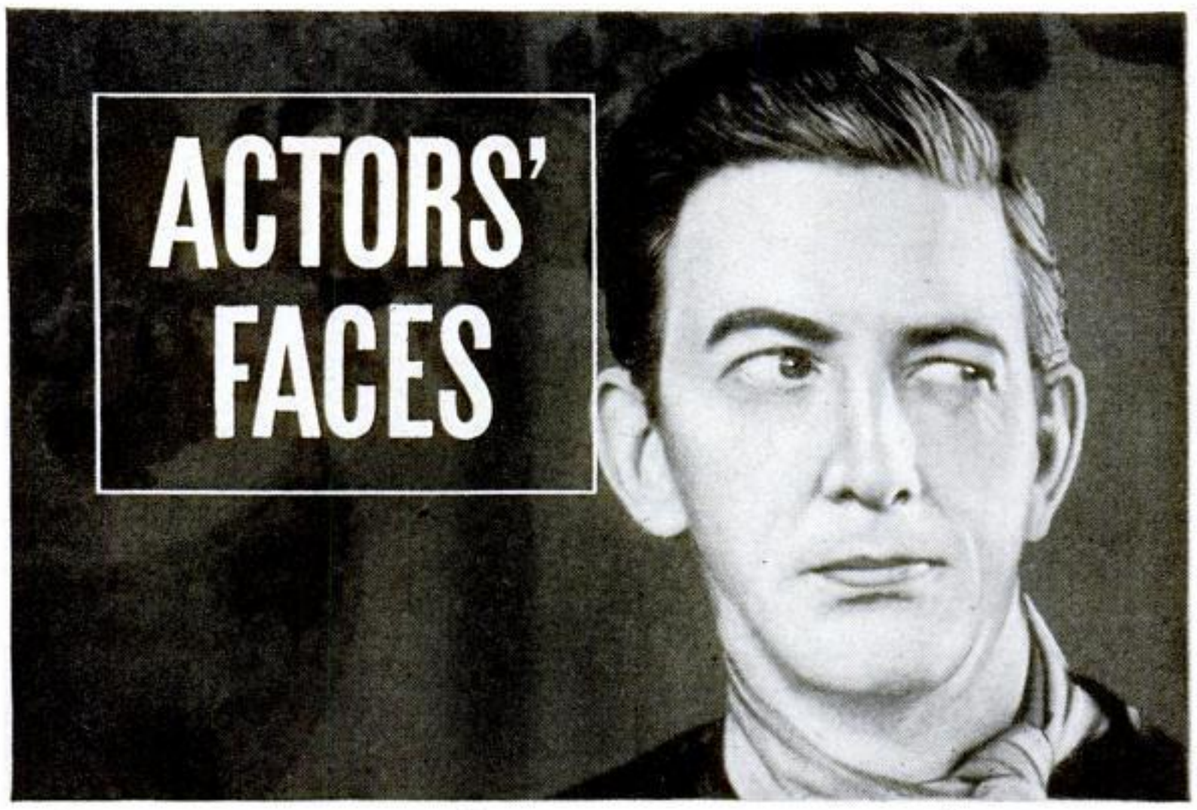


NICK OF NICKSVILLE OWNS ALL OF THE RANCH VILLAGE

Meanwhile other enterprising people in drought-struck regions began trying their hand at rain-making, sometimes with more enthusiasm than forethought. Several experimenters produced excellent rainstorms that floated off down the wind to moisten the fields of their delighted neighbors. Still the method worked, and a little weather sense could make it pay off. Several newspapers bolstered their circulation by dousing their readers' farms with much-needed rain. But as scientific rain-making removed precipitation from the category of acts of God, one problem emerged to plague the rain makers: what set of laws or moral values should apply to the waylaying of rain obviously destined for other regions?

CONTINUED ON NEXT PAGE

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SLYNESS BY BOLGER—The facile face by Ray Bolger creates a mood of slyness in this scene from "Three to Make Ready." His face is sensitive from stage make-up —but he takes good care of it, shaves with soothing Williams Shaving Cream.



INTENSITY BY FERRER—José Ferrer was brilliantly intense in his recent triumph in "Cyrano de Bergerac." Removing his heavy theatrical make-up keeps his face sensitive, but he gets close, comfortable shaves with Williams Shaving Cream.

Actors' faces are extra-sensitive

THAT'S WHY JOSÉ FERRER AND RAY BOLGER BOTH RELY ON WILLIAMS SHAVING CREAM

"It's always easy on my face!" say famous actors about Williams Shaving Cream.

Williams is so gentle to the skin because it's made from pure, mild ingredients, blended with a skill that comes from over 100 years' experience. Its rich lather soaks tough beards completely soft, lets you shave closely without scrape. Your face is left feeling softer, smoother. Get a tube of Williams Shaving Cream today—and see if you don't enjoy the most comfortable shaves ever.

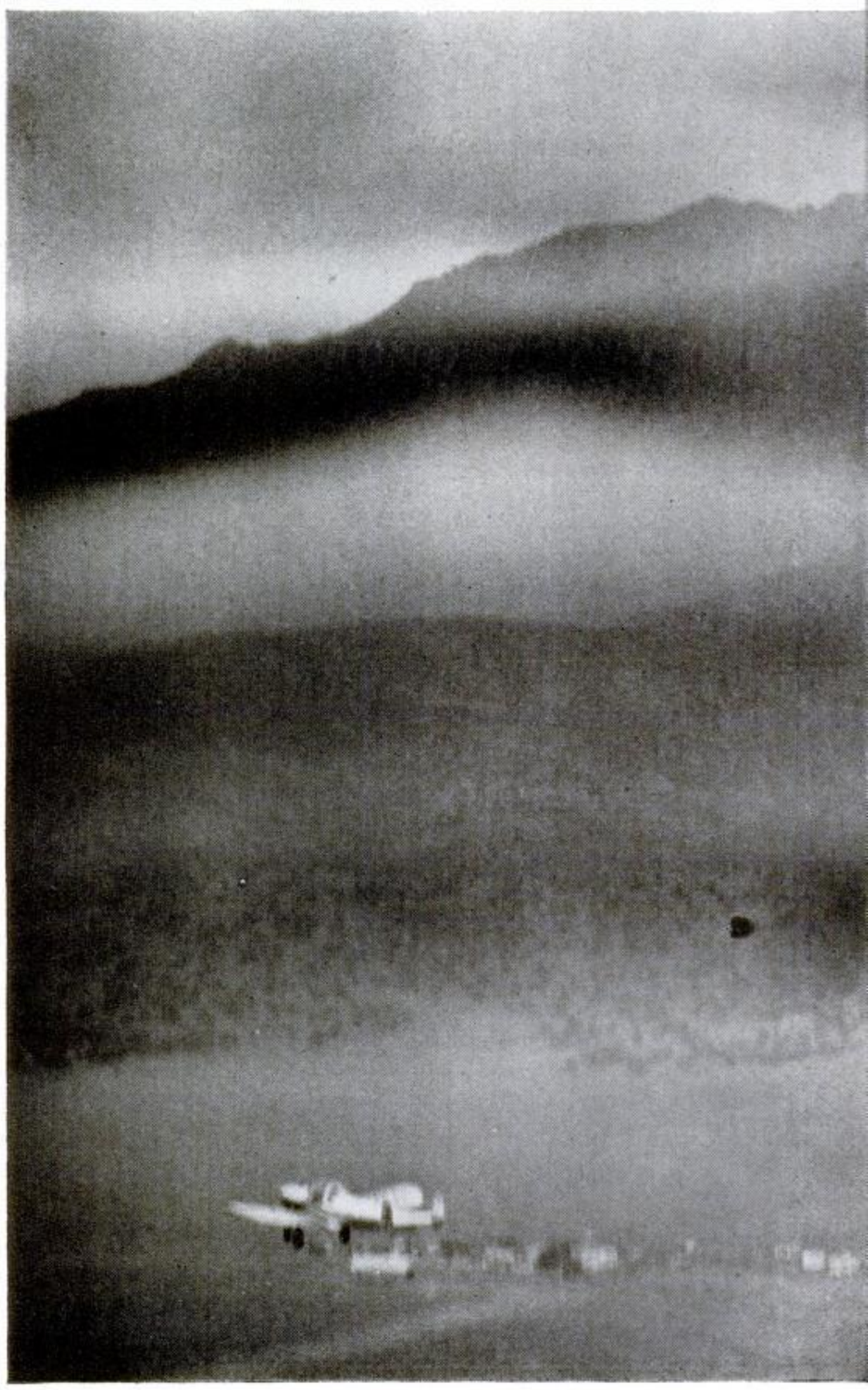
Lather or brushless? If you prefer a brushless shave you'll find the same luxurious shaving cream qualities in the new heavier, richer Williams Brushless Cream.



Nick the Rain Maker CONTINUED

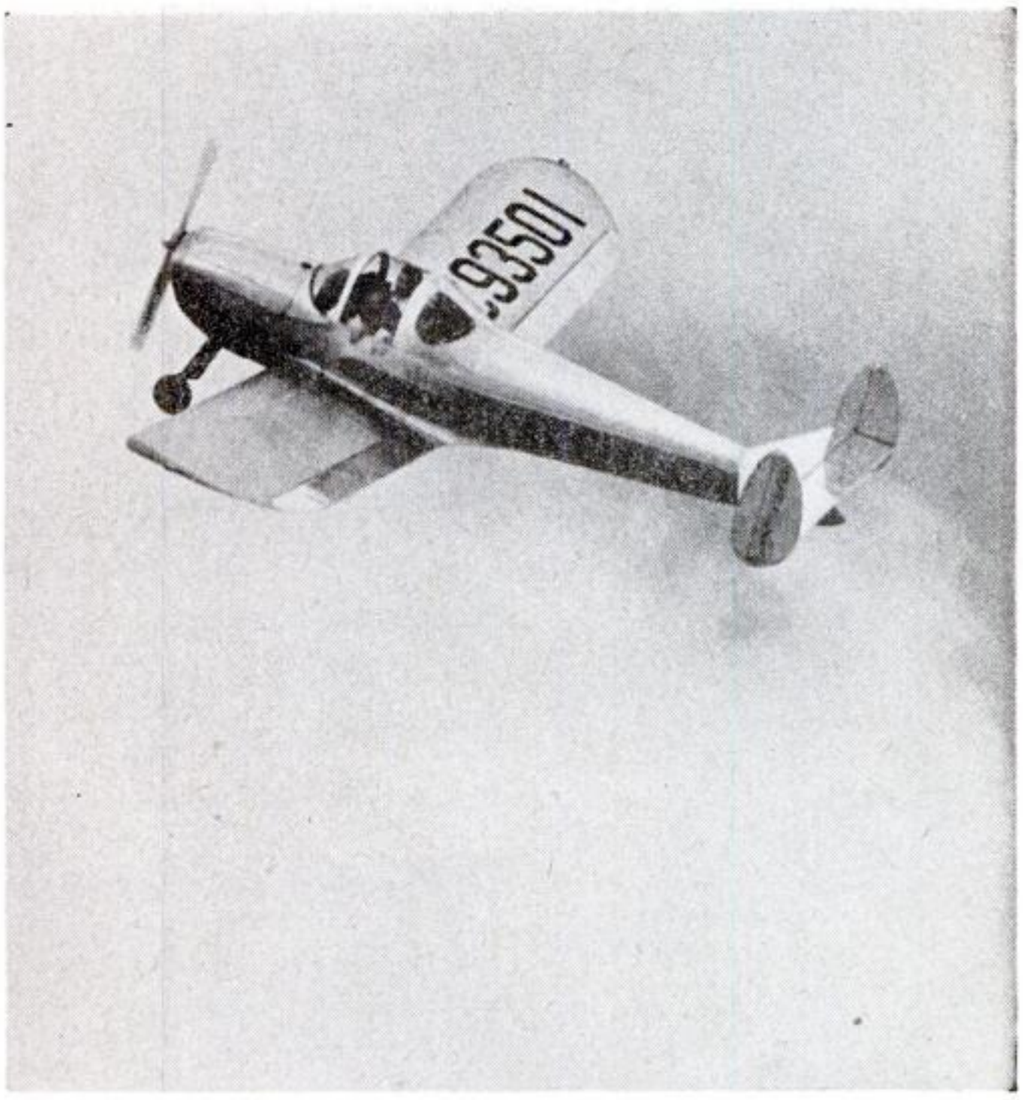


DRY ICE IS LOADED in Ercoupe's cabin by Gregovitch (*right*) and ranch foreman. The box contains 30 or 40 pounds of finely crushed ice fragments.



LANDING IN THE RAIN has become regular part of Gregovitch's weather-making flights. The rain, when it comes at all, usually begins to fall around 30

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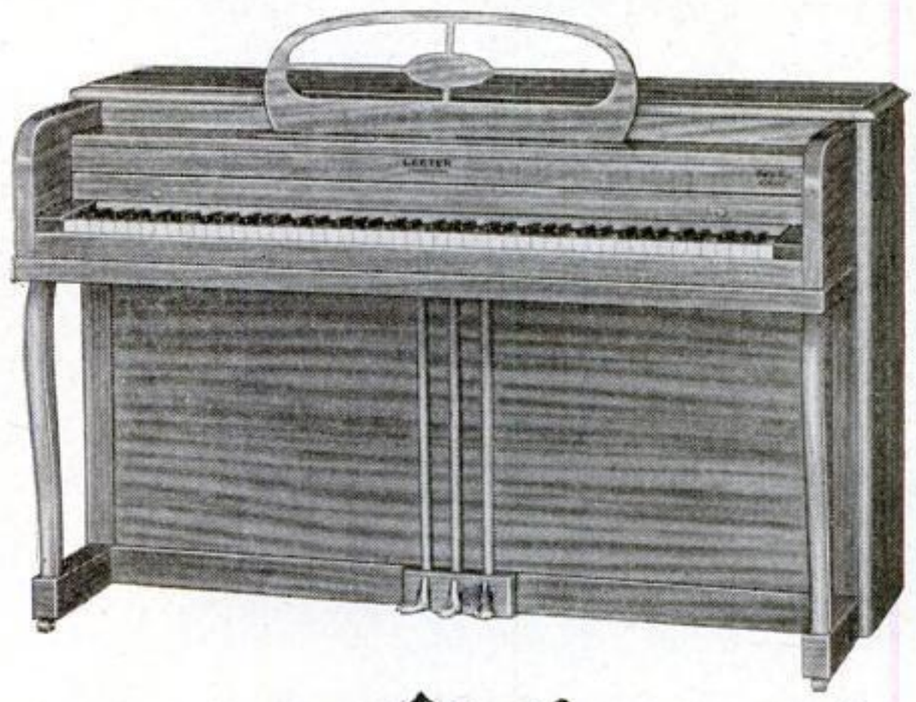
DRY ICE IS SPRINKLED into the clouds from Gregovitch's gloved hands. Only thick cumulus clouds of the right temperature will respond to seeding.



minutes after the dry ice is dropped—just about the time it takes him to get back down to the landing strip which he has built at Nicksville (*lower left*).

CONTINUED ON NEXT PAGE

A BEAUTIFUL PIANO WITH A MAGNIFICENT TONE



LESTER *Betsy Ross Spinet*

music for every family . . .

With the Lester Betsy Ross Spinet, your family will enjoy creative music at its best. Playing this quality piano is a constant joy . . . and having your children learn to play is an excellent investment for happiness. Decorator designed to be your most important piece of furniture, the Betsy Ross Spinet is compact in size to fit all rooms. Hear the gorgeous tone . . . try the easy action . . . admire the fine woods . . . approve the moderate cost . . . you'll agree that this is the perfect piano for your home. Guaranteed for ten years . . . made ONLY by the Lester Piano Manufacturing Company . . . builders of world renowned Lester Grand Pianos.

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ONE *name quality price*

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Send me your 24-page illustrated book showing piano arrangement in the home. (Enclose 10c for postage)

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Ladd's kind of fighting...



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Your kind of thrilling

Paramount presents

ALAN LADD
DOROTHY LAMOUR
ROBERT PRESTON
LLOYD NOLAN

in

"WILD HARVEST"

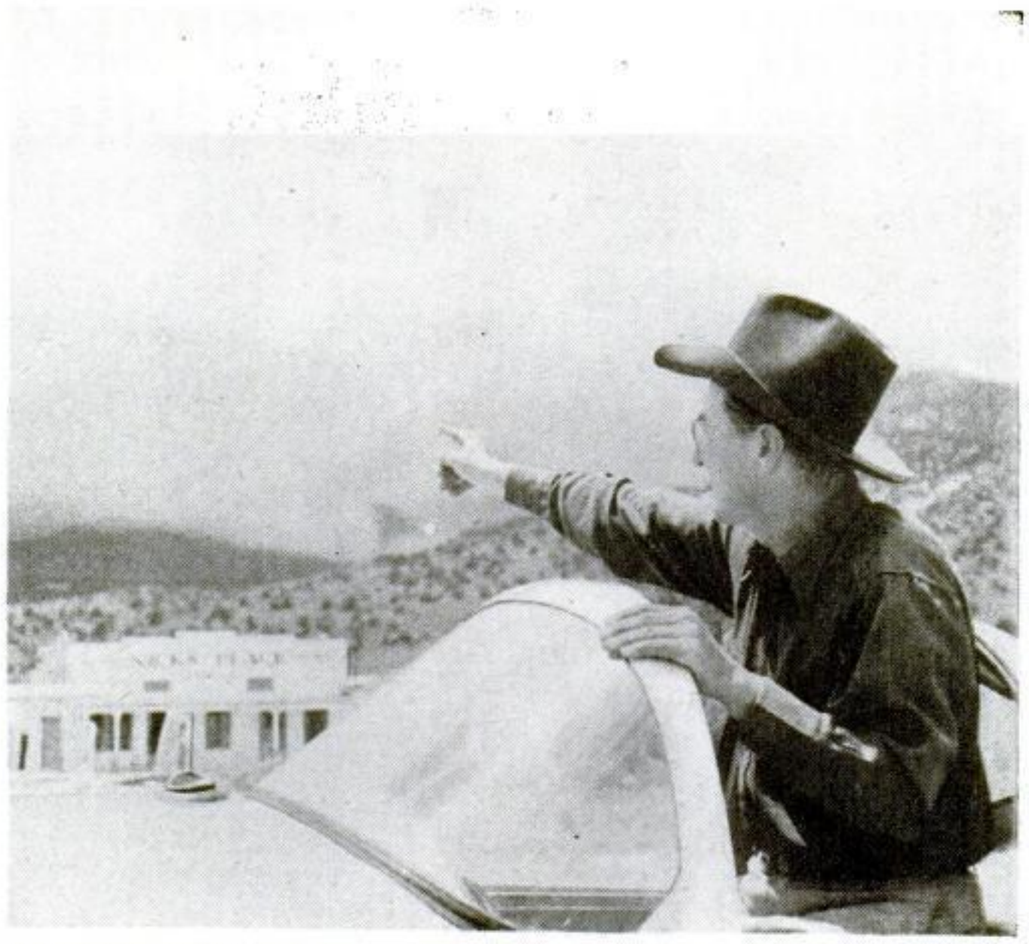
with

DICK ERDMAN • ALLEN JENKINS

Produced by ROBERT FELLOWS

Directed by TAY GARNETT

Screen Play by John Monks, Jr.



SAFE ON GROUND, Gregovitch watches rain falling. Awed by what he has wrought, he argues that a good deal of the rain might have fallen anyway.



EXPLAINING METHOD to other ranchers, Nick convinces them that it works. Neighbors who benefit most by his rain-making help him finance it.

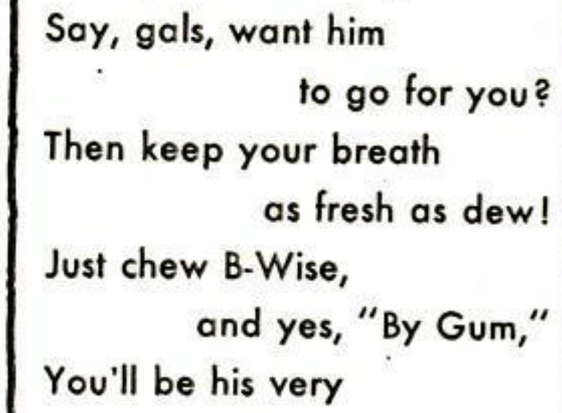


AIRPORT SIGN is painted on roof of a shed at Nick's ranch to serve as a landmark for passing fliers who might get lost in one of Nick's larger storms.



Say, gals, want him
to go for you?
Then keep your breath
as fresh as dew!
Just chew B-Wise,
and yes, "By Gum,"
You'll be his very
favorite chum!

FOR Kissable Breath...



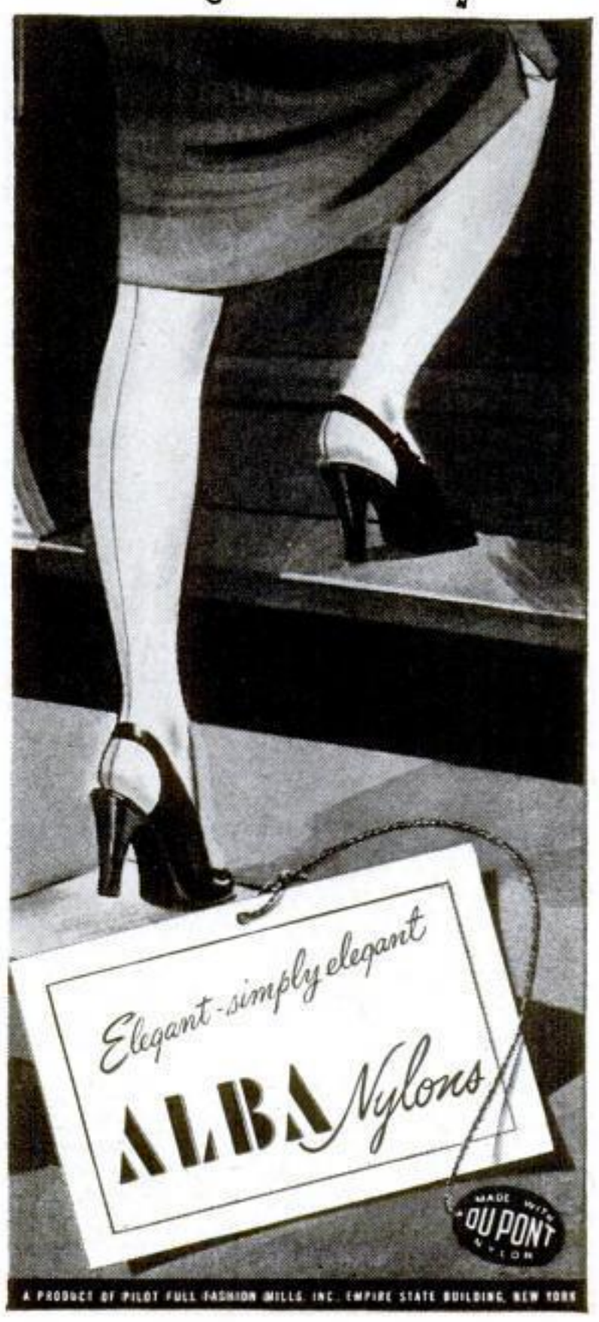
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REFRESHES THE BREATH
AFTER ONIONS, ALCOHOL, TOBACCO

GUM PRODUCTS, INC. East Boston 28, Mass.

Wherever you go..





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Actual color photograph of 1947 Studebaker Champion Regal De Luxe 4-door sedan

This dream car is this year's style star... the refreshingly different postwar Studebaker



Three generations of the Thornton family help to safeguard Studebaker's far-famed quality—Seated, in this final assembly picture, is 64-year-old Russell E. Thornton. Alongside are his son, Everett V., and Everett's son, Kenneth. Members of this family, like many of their neighbors, have been Studebaker craftsmen for years. Russell Thornton, in fact, has five sons in all on the Studebaker roster.

MOST people say that even the windows of this postwar Studebaker help to give it a special distinction.

The low-swung, roomy body gleams with more glass than you ever saw in an automobile before.

The effect is fascinating. But the practical result is enormously increased driving vision—alongside, behind and ahead.

You find the same useful end served by everything else that contributes to this Studebaker's eye appeal.

The car's whole design helps it to perform, handle and ride like a dream.

This Studebaker is the first car, too, with self-adjusting brakes that automatically renew their efficiency, regardless of lining wear. Its dash dials are glare-proofed by wartime aviation's "black light."

See for yourself how Studebaker's leadership in styling actually serves to make motoring safer and more enjoyable.

Drop in at a showroom and look over the postwar Studebakers now—the new Champion, the new Commander, the special long-wheelbase new Land Cruiser.

STUDEBAKER

The postwar leader in motor car style

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When you meet at the Drake in Chicago

• In the beautiful Camellia House of the Drake Hotel, Chicago, you'll find Webster Cigars very much in evidence. These truly fine cigars come in five different sizes. Each is made of 100% long Havana, bound in top-quality Broadleaf and wrapped in finest Connecticut Shadegrown.

• Discriminating smokers know they can count on the constant quality of Websters, their unvarying taste and blend. You smoked 75,000,000 of these mellow, mild cigars last year and you are smoking even more this year. Websters are sold wherever fine cigars are sold.

WEBSTER CIGARS

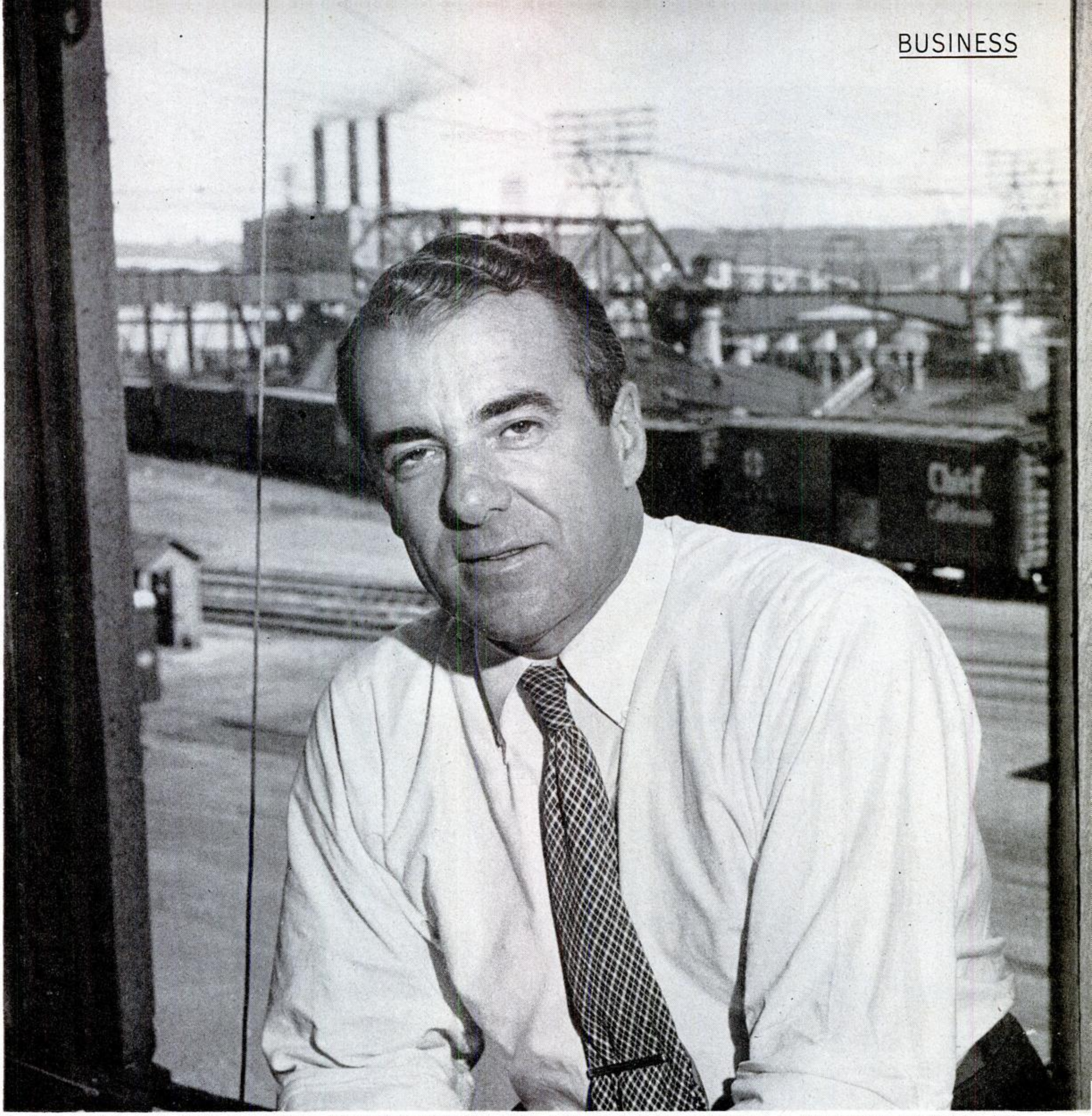
EXECUTIVE AMERICA'S TOP CIGAR

Golden Wedding, 15c • Chico, 15c • Queens, 18c • Fancy Tales, 25c • Directors, 35c

ADV. BY N. W. AYER

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J. RUSSEL COULTER, ONCE LISTED AMONG THE 10 BEST-DRESSED MEN OF ST. LOUIS, NOW WORKS IN HIS SHIRTSLEEVES AS NEW PRESIDENT OF THE T. P. & W.

THE T.P.&W. MAKES A COMEBACK

After strikes, violence and murder of George McNear, the railroad is running smoothly under a new boss

Twenty-one years ago the Toledo, Peoria & Western Railroad was a useless conglomeration of decrepit rolling stock and rusty rails. But a hard-driving civil engineer named George McNear Jr. bought it, beat it back into shape and made it a paying proposition. The hard-shelled efficiency with which McNear rebuilt the road, however, also brought more trouble to T.P. & W. In 1941 the railroad unions struck. McNear refused to deal with them, even ignored orders from the White House. It was a bloody strike in which two pickets were killed, and it reached a climax on the foggy night of March 10 of this year when a shotgun blast killed George McNear (LIFE, March 24). The murderer was never found. The ill-fated T.P.& W. began to fall apart once again.

But last week the T.P.& W. had made a spectacular recovery. Its union trouble was over, and it was making money. The reason for this metamorphosis was a smart railroader who came over from the Frisco line. He was 48-year-old J. Russel Coulter (*above*) who, unlike his predecessor, knew how to get along with the complicated railroad unions. In four months he had made friends with his workmen and recovered business lost during the strike. Once again the 239-mile T.P.& W. was saved. And this time the track looked clear ahead.

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AUTOMATIC

MIXMASTER

REG U S PAT OFF

has all these advantages



AUTOMATIC BEATER EJECTORS

Tilt the handle—out drop beaters individually for easy cleaning. No pulling. No messy fingers.



POWERFUL

governor controlled MOTOR maintains automatic Full Power on all speeds. Beaters never vary their speed as batter thins-out or thickens-up, whether set slow or fast, for EVEN mixing.



PORTABLE

Pull trigger and lift off motor and beaters for portable use.



JUICE EXTRACTOR

You don't attach it—just set it on when wanted.

Only when you have actually used the famous Sunbeam Mixmaster can you fully appreciate how much easier and faster your cooking, baking, food-preparing can be!

That's because Sunbeam Mixmaster gives you *all* those special advantages you want and deserve when you buy a food mixer. It has something EXTRA in the way of features that has made over three million enthusiastic users its best advertisements. They have made it America's most popular food mixer.

Sunbeam Mixmaster means higher, lighter, velvety-textured cakes ... creamy-fluff mashed potatoes ... smooth-as-silk icings, sauces ... oranges juiced in a jiffy. No end to its usefulness—to the time and arm-work it saves. The supply is increasing—see your dealer.

DIAL YOUR FAVORITE RECIPE



THE CORRECT MIXING SPEED AT YOUR FINGER-TIPS

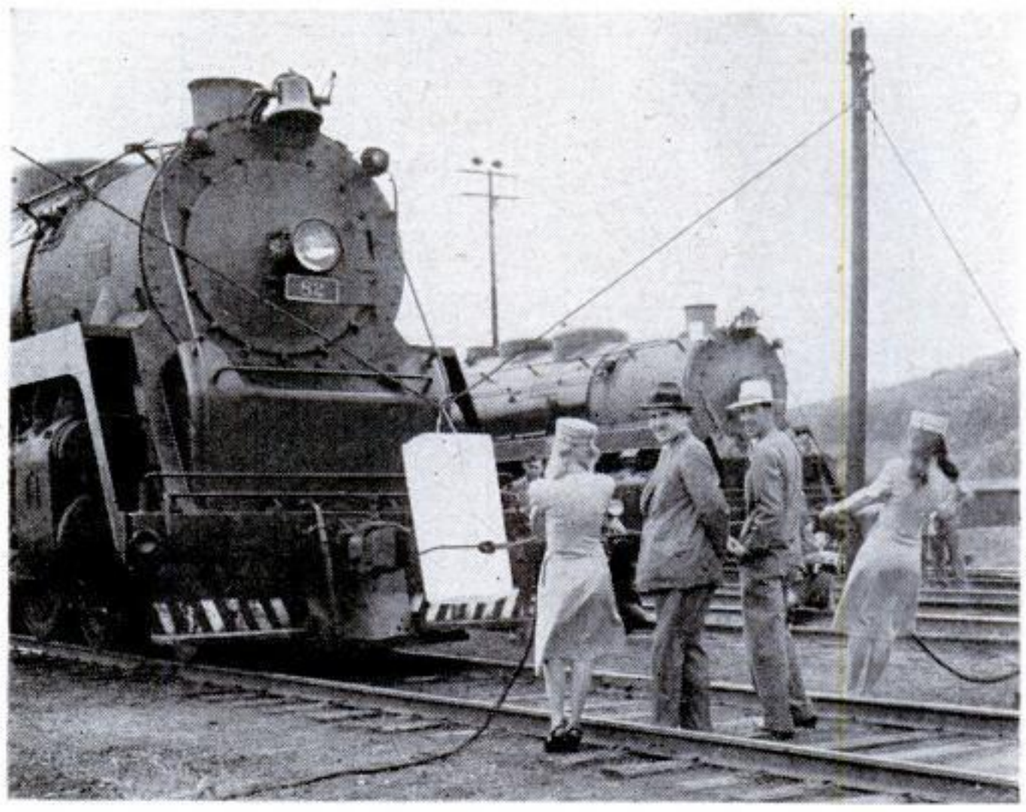
All the every-day mixing speeds are plainly indicated on the exclusive MIX-FINDER Dial.

MIXES

MASHES BLENDS
WHIPS JUICES
BEATS FOLDS
STIRS CREAMS

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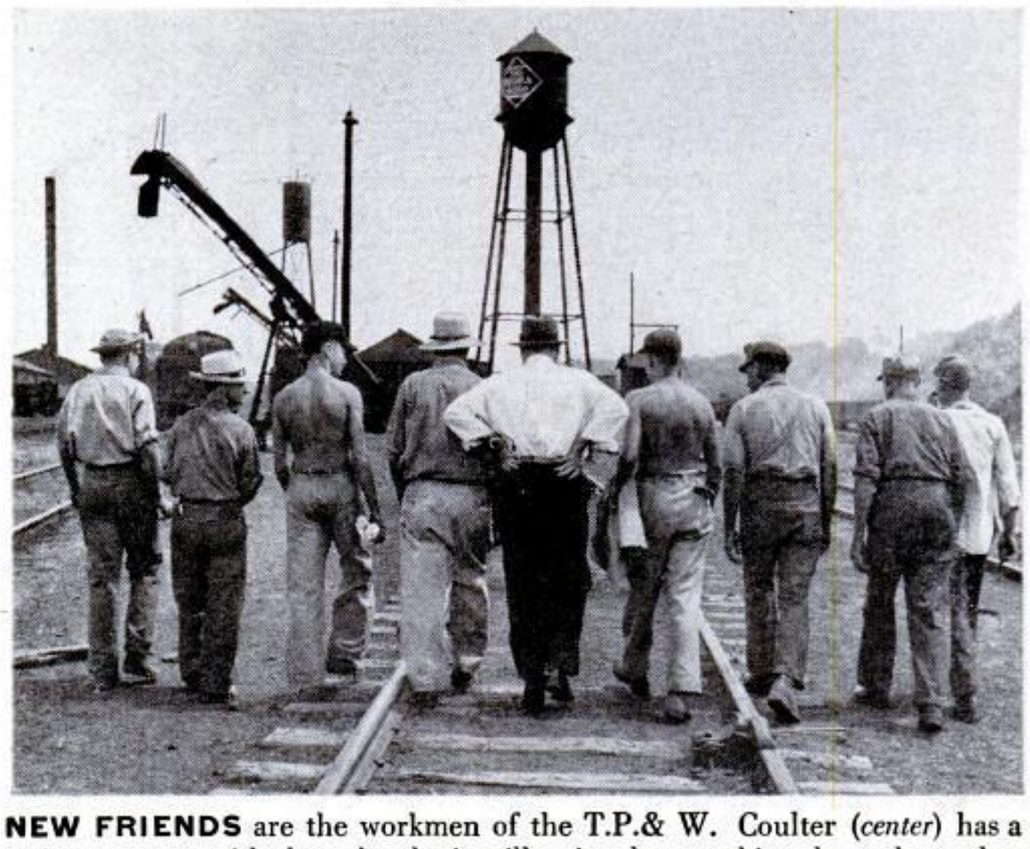
Famous for Sunbeam TOASTER, IRONMASTER, COFFEEMASTER, WAFFLE BAKER



NEW POLICIES of Coulter (*center, left*) consist of stunts like having coeds break cakes of ice on an engine to promote T. P. & W.'s refrigerator-car service.



NEW CUSTOMERS found by Coulter include Caterpillar Tractor's President Louis Neumiller (*left*), who would not deal with McNear during strike.



NEW FRIENDS are the workmen of the T.P.& W. Coulter (*center*) has a union contract with them, but he is still strict about making them obey rules.

CONTINUED ON PAGE 62

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To fill your dog with the JOY OF LIFE

nourish EVERY INCH of him with GAINES!

SEE what a single pound (1 LB) of Gaines supplies! For building strong bodies—as much proteins as in 1½ lbs. beef. For energy—as much carbohydrates as in 2 qts. cooked oatmeal. For strong bones and teeth the minerals that would be provided by 1¾ lbs. cheese. For sleek appearance and glossy coat—the fats that would be provided by 1 oz. butter. For vitality—as much iron as in ¾ lb. beef liver.

plus **All the vitamins and minerals dogs are known to need . . . in more than required quantities.**

For variety, try Gaines Krunchon, which is Gaines Meal compressed into crunchy pellets.

A Product of General Foods

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What a lot it means to that dog of yours—and what a lot it means to *you*—if in every single inch of him there's a world of red-blooded health! Every inch of his body is full of life. Every inch of his coat smooth and glossy. His muscles strong as steel. Every inch of his tail full of wag. The rewards of giving him expert care—of nourishing EVERY INCH of your dog—are rewards too big to miss!

But to nourish EVERY INCH of your dog, a food must supply so MUCH . . . so many things that *meat alone* is unable to supply. In GAINES MEAL there's every type of nourishment that dogs are known to need!

Joy for YOU . . . the Economy of Gaines!

Despite this abundant nourishment provided by GAINES DOG MEAL it COSTS LESS TO FEED than any other type of dog food. For GAINES MEAL is ALL FOOD. You yourself add the liquid—at no cost whatever. And how dogs love GAINES! It's the largest-selling dog food in America.



For All Dogs GAINES COMPLETE MEAL

"NOURISHES EVERY INCH OF YOUR DOG"

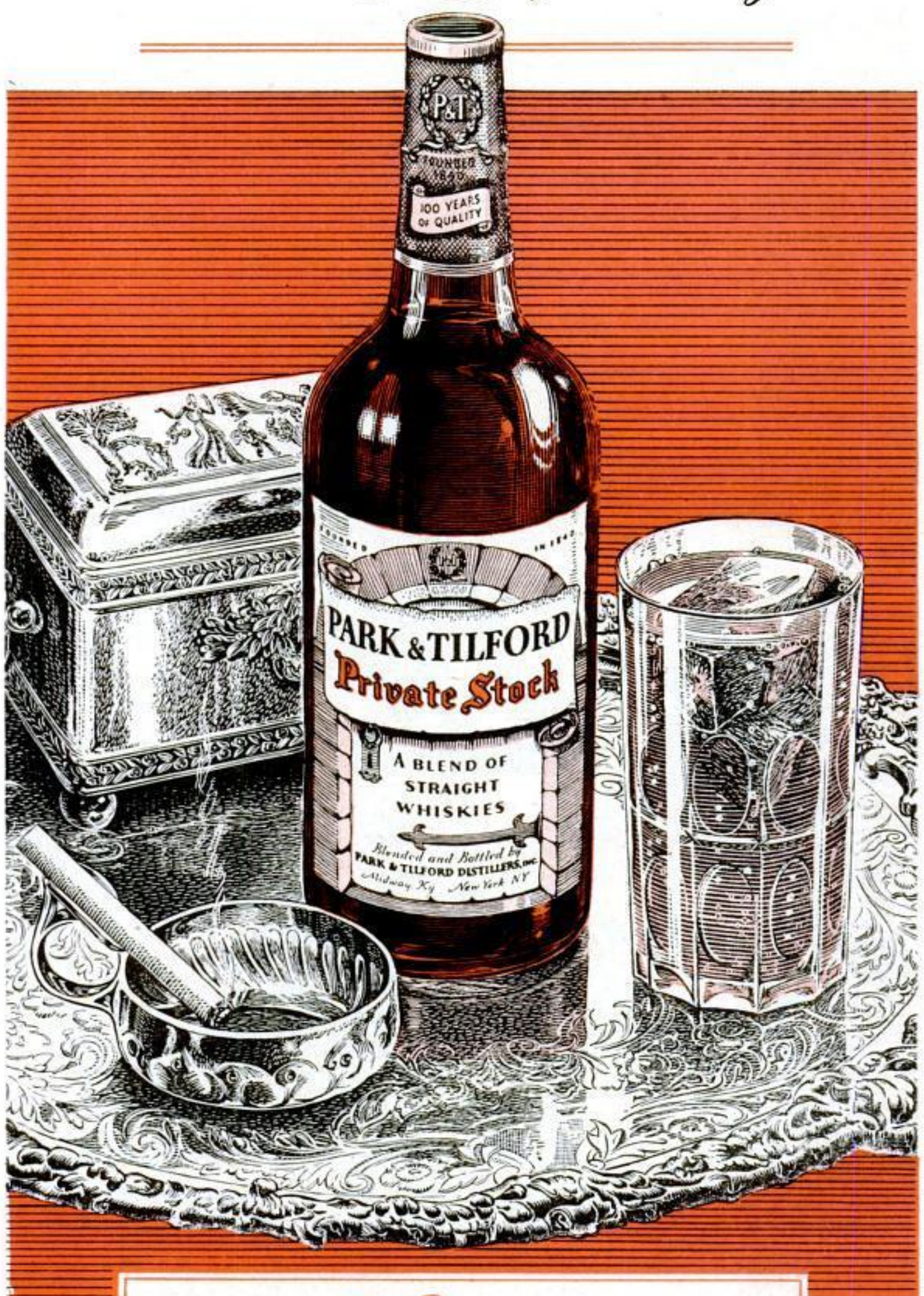
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PARK & TILFORD

Private Stock

America's Luxury Whiskey

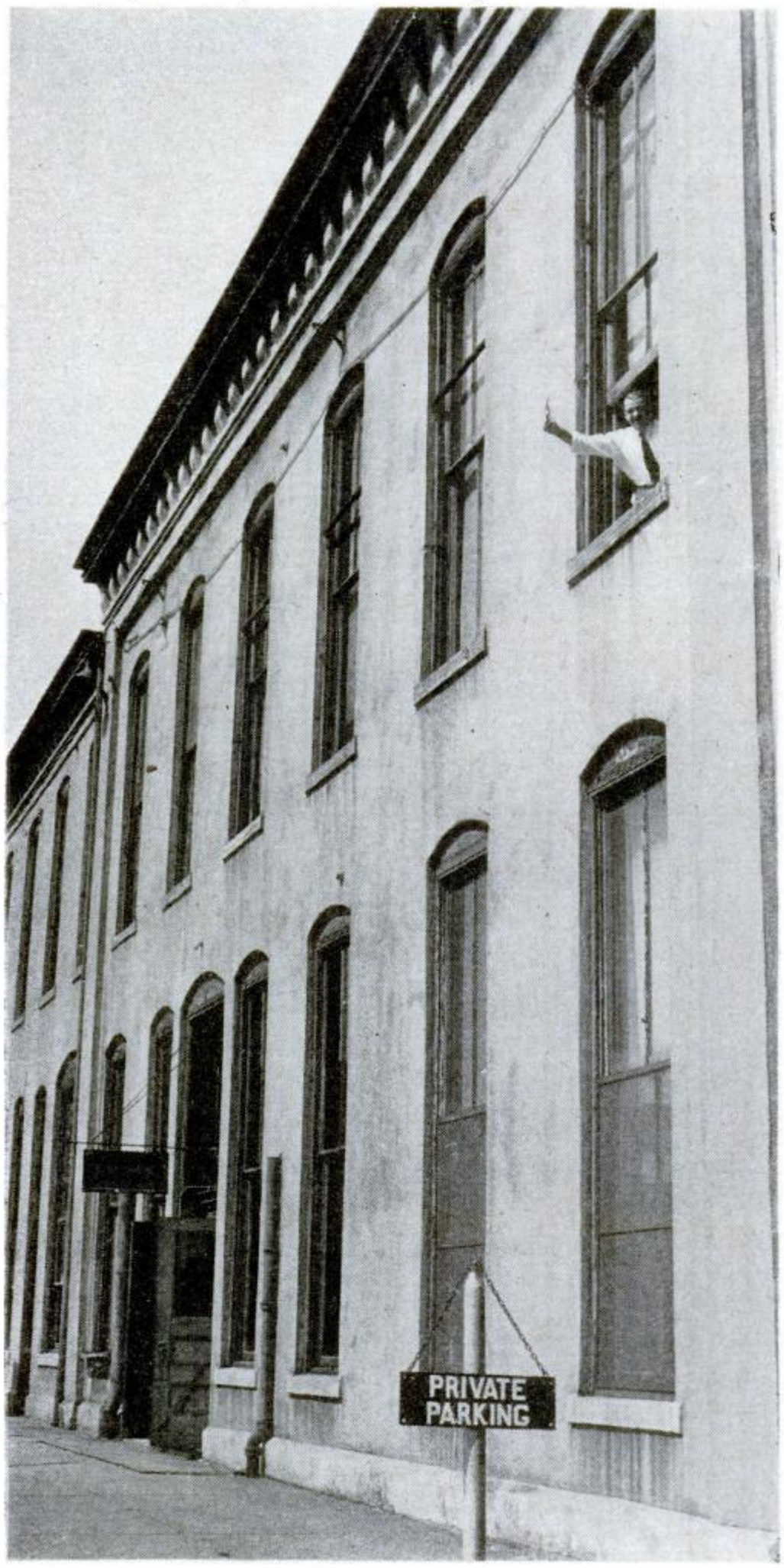


From the Treasured Stocks of a Century Old House

PARK & TILFORD DISTILLERS, INC., NEW YORK, N. Y. • A BLEND OF STRAIGHT WHISKIES • 86 PROOF



ENGINEER WAVES a friendly hand to Coulter as he starts on his run. McNear never spoke to any of the workers during his trouble with the unions.



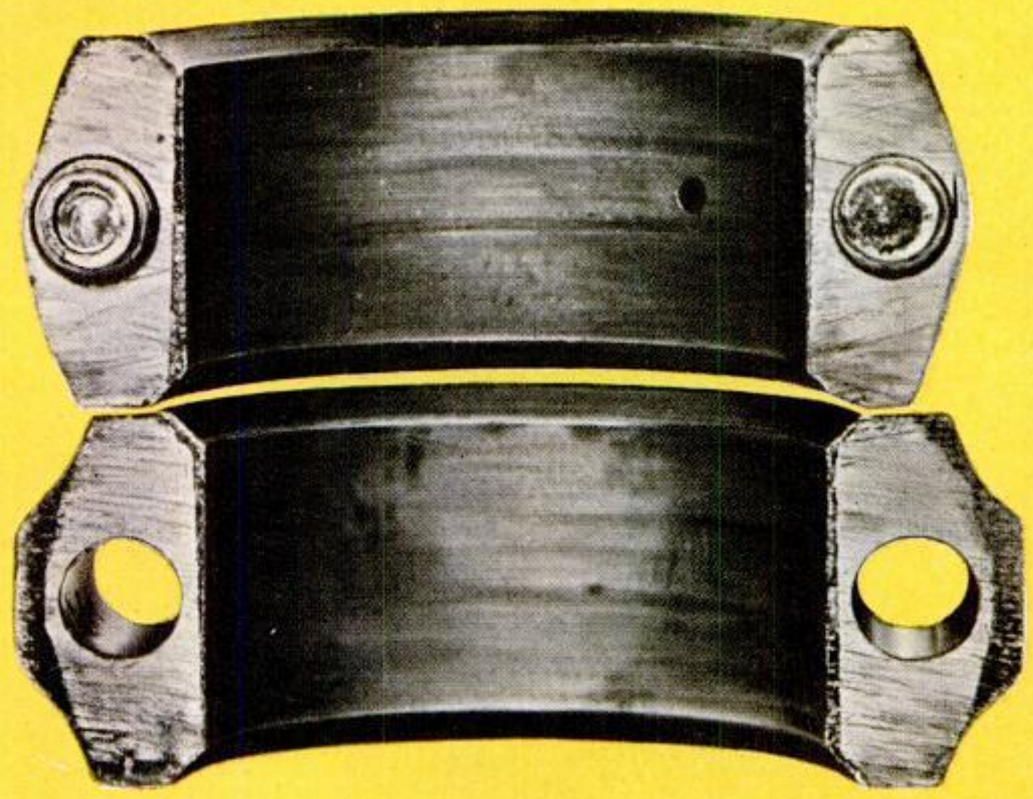
PRESIDENT WAVES BACK from his office to train crews. He also counts cars of T.P. & W.'s four daily freight trains to see how business is improving.

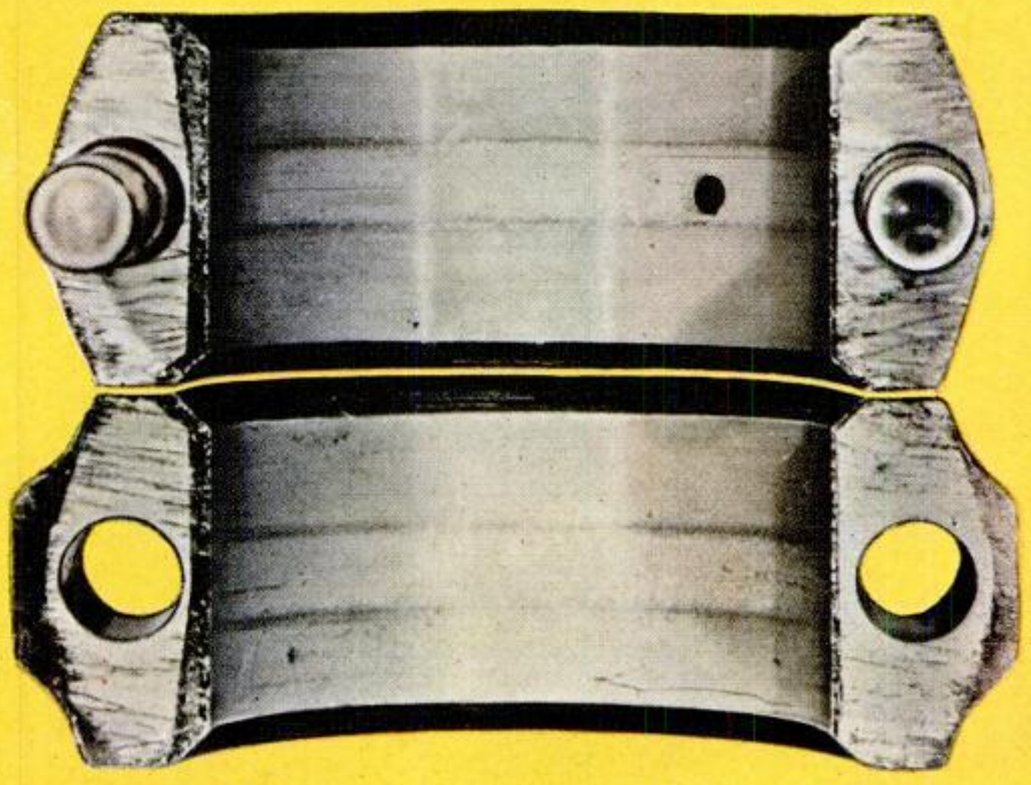
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IT PAYS

to Keep your Engine

Mobiloil Clean





ABOVE ⬆ Bearing from popular-make car after 20,000 miles' service with "just oil." Note how entire bearing surface is coated with deposits that can waste fuel, oil, power . . . lead to costly wear, repairs.

⬅ **LEFT**—Same bearing after 2,000 additional miles of service with New Mobiloil. Bright surface shows clearly how Mobiloil's cleaning properties help make vital engine parts freer of deposits . . . keep them better protected.

Add Pep to Driving_Cut Costly Wear



WITH an engine that's Mobiloil Clean, your car runs smoothly, quietly, economically. It's fully protected no matter how fast or slow you drive. There's less risk of trouble.

New Mobiloil is part of your Mobilgas dealer's complete Mobil-Care for your car. You get protection of vital chassis points with Mobilubrication . . . a careful check-up of radiator, battery, spark plugs, oil filter, tires . . . accessory replacements when needed!

For smooth car performance — see your Mobilgas dealer!

Change to

NEW Mobiloil





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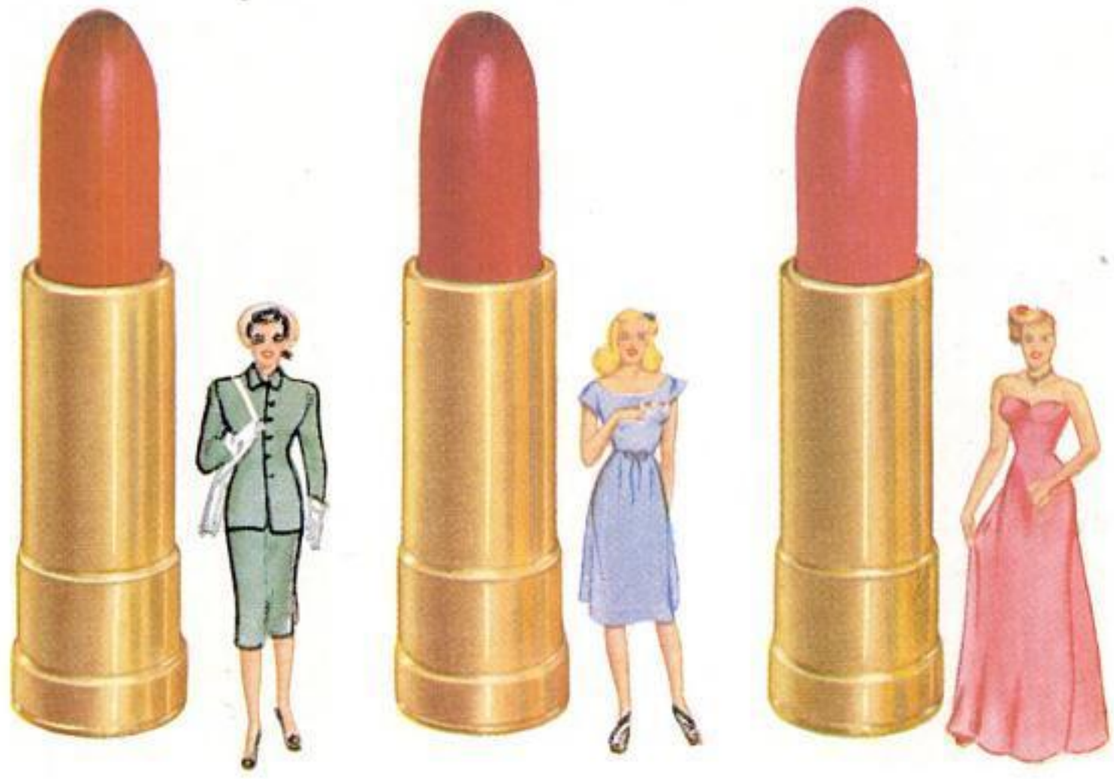
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Clear Red Blue Red Rose Red



Lipstick Trio

Three new *Max Factor Hollywood* lipsticks — Clear Red, Blue Red, Rose Red...each shade correct for your individual coloring. This Lipstick Trio provides three glamour changes for every costume, every mood...and comes in a beautiful clear plastic Boudoir Case. $3.00

- ★ The sensational new lipstick...oh, so s-m-o-o-t-h
- ★ The color stays on until you take it off
- ★ New original formula does not dry the lips

Just try this sensational new lipstick created by *Max Factor Hollywood*...an utterly different kind of lip make-up which has won the enthusiastic applause of famous screen stars who use it. You, too, will be thrilled, and also say, "It's the most wonderful lipstick in the world."

There are three exclusive new reds for your type...blonde, brunette, brownette or redhead. Select from the Chart below the shades recommended for your type. A thrilling new beauty delight awaits you.

...In a modern-design metal case... $1.00

THREE SHADES FOR YOUR TYPE...*correct for your coloring...correct for your costume*



BLONDES
CLEAR RED No. 1
BLUE RED No. 1
ROSE RED No. 1



BRUNETTES
CLEAR RED No. 3
BLUE RED No. 3
ROSE RED No. 3



BROWNETTES
CLEAR RED No. 2
BLUE RED No. 2
ROSE RED No. 2



REDHEADS
CLEAR RED No. 1
BLUE RED No. 1
ROSE RED No. 1

Max Factor ★ Hollywood

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When you order a tall one
Or maybe a small one
On joining a group of your friends

Be wise in your choice
Make sure that your voice
Says "Thompson, the Best of the Blends!"

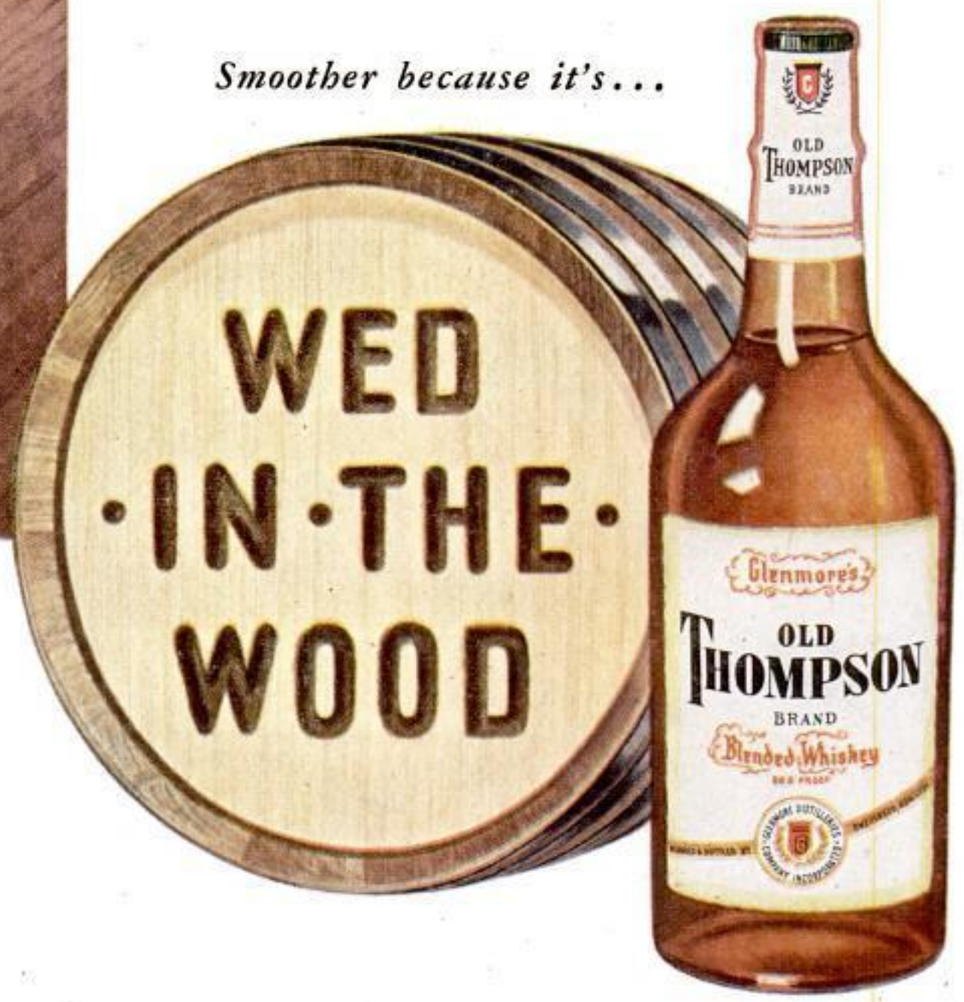
Allan Clark

For all around pleasure... *All around*

No matter what type of drink you prefer, Old Thompson will make it tastier, more delicious in every way because Old Thompson is WED·IN·THE·WOOD. In this old-time method, aged Glenmore whiskies are blended with the choicest grain neutral spirits but *instead of being bottled immediately,* **"Thompson"** *is put back into barrels to assure perfect blending.* This "marrying" in the barrel takes longer and costs more, but you can certainly tell the difference in the taste. So try "Thompson" tonight.

Blended Whiskey, 86.8 Proof. The Straight Whiskies in this product are five years or more old. 32½% Straight Whiskies — 67½% Grain Neutral Spirits.

Smoother because it's...



OLD THOMPSON
BRAND

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RAF OFFICER ROBERT DAWSON, AN ESCAPED PRISONER OF WAR, MARRIES HIS GERMAN BENEFACTRESS, FRIEDA, IN A SMALL, WAR-BATTERED CHURCH IN POLAND

MOVIE OF THE WEEK:

Frieda

A German war bride fights hatred in her husband's English community

Frieda, a tidy example of British film-making, tells the story of an RAF pilot who marries a German, Frieda, not for love but in gratitude for helping him escape a German prison camp. The pilot (David Farrar) brings his wife (Mai Zetterling, a new Swedish star) back to the town of Denfield where his family and the townspeople resent her intrusion. Clerks insult her. Schoolchildren call her "the werewolf." A political campaign makes her the symbol of German outrages. But gradually Frieda not only wins over the town; she makes her husband fall in love with her. Unexpectedly, however, Frieda's brother, a triple-plated Nazi, arrives to destroy her happiness by demanding that she give allegiance to Nazism. The brother is found out and she decides to commit suicide. Somewhat melodramatically she is saved from death and is re-accepted by the family.

For other nations less prone than the British to forgive and forget, *Frieda*'s sermonizing will hardly provide a new answer for an old question. American moviegoers will more likely remember Actor David Farrar, a Gary Cooper-like idol who is now receiving twice as much fan mail as James Mason.

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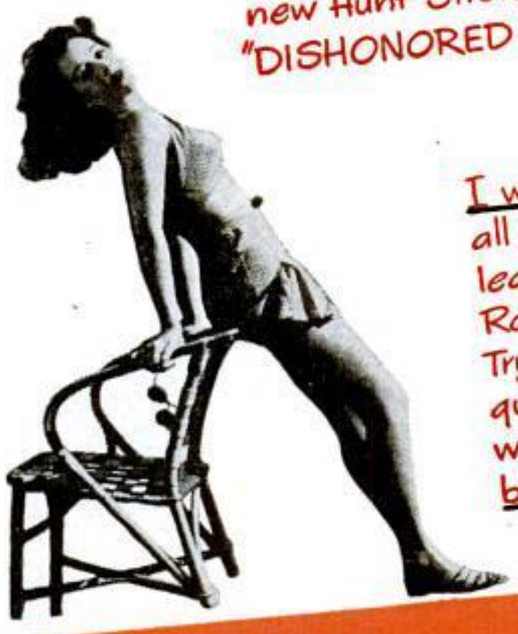
"RC tastes best!"

says **HEDY LAMARR**





You'll see me in the
new Hunt Stromberg picture,
"DISHONORED LADY"



I was convinced once and for all one cola tastes best. I tried leading colas in paper cups—picked Royal Crown Cola as best-tasting. Try it! Say, "RC for me!" It's the quick way to get a quick-up with Royal Crown Cola—best by taste-test!

RC is the quick way to say...
ROYAL CROWN COLA
Best by taste-test



"Frieda" CONTINUED



ARRIVING IN ENGLAND, RAF Pilot Robert Dawson escorts Frieda, his German war bride, down the station platform to meet his family and friends.



DAWSON'S FAMILY is upset by Frieda. His mother (*center*) comforts his brother's widow, Judy, while stern Aunt Nell (Flora Robson) brings in hot tea.



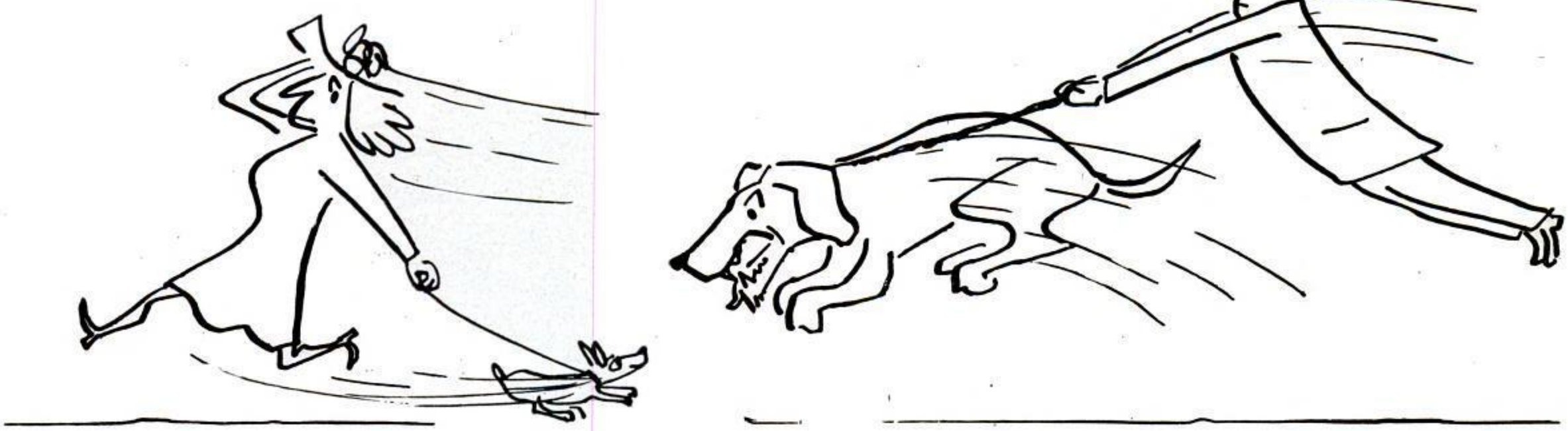
AT RATION BOARD Frieda (*right*), accompanied by Judy (Glynis Johns), applies for ration tickets. Clerk rudely speaks to her in schoolbook German.



AT A MASS POLITICAL RALLY Frieda and Robert hear Aunt Nell, who is standing for Parliament, blame all Germans, including Frieda, for the war.

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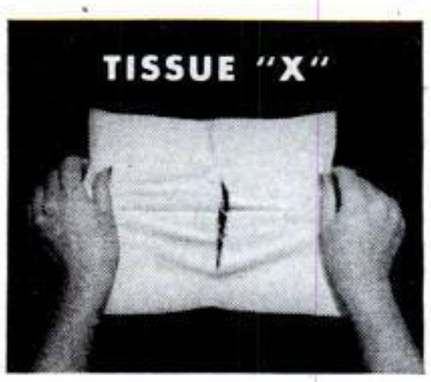
stronger!

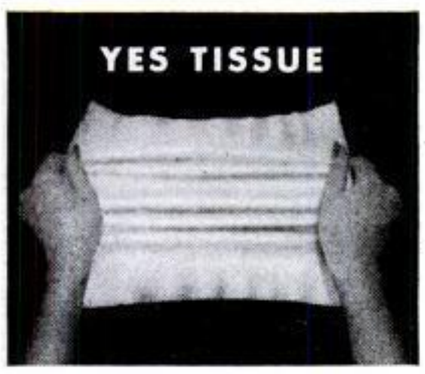


Large box,

30c

Strong enough to hold a real, hard "ker-*choo*"?
YES, indeed! Here's the tissue that can take it! For YES is extra-strong — in *both* directions and *so absorbent,* too! Takes up moisture in a twinkling — sniffles, sneeze, or facial cream. And with never a tear in usual wear!
AND: soft, white YES picks up jiffy-quick from the new wide-opening box — and the box is conveniently flat for easy carrying, storing. Personal Products Corporation, Milltown, N. J., Chicago and San Francisco.





STRETCH IT AND SEE

Tissue "X," like many tissues, tests strong in one direction only. YES Tissue proves *strong BOTH ways.* Strong, absorbent YES *can take it!*

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As a single Heat-Treated tumbler falls, *bounces*, stroboscopic photograph catches 14 images!

"SEE that tumbler bounce!"

• Uh-uh-uhh! Such a mischievous child! No wonder your smart mother uses Libbey Heat-Treated tumblers. They're extra-hardened to take those knocks and falls. And she knows that quick hot-cold changes won't break them either.

Another dividend: their rims are *guaranteed:* "you get a new glass if the 'Safedge' ever chips." Will they *ever* break? Yes, sometimes. But they DO *last 3 to 5 times longer* than ordinary tumblers.



NOW AVAILABLE AT LEADING STORES EVERYWHERE

LIBBEY HEAT-TREATED TUMBLERS

LOOK FOR THE HEAT-TREATED MARK ON THE BOTTOM OF EVERY TUMBLER—H. T. IN THE STAR

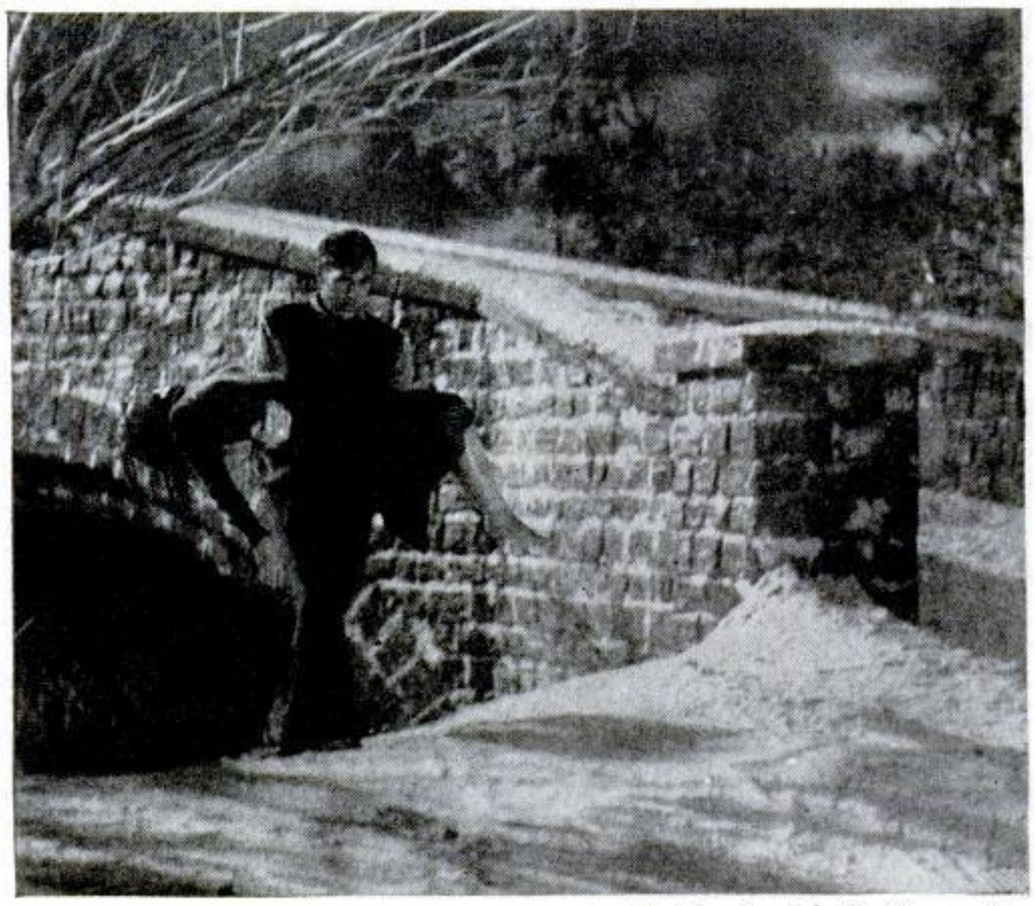
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FRIEDA'S BROTHER Richard, now outwardly a member of the Polish army, gives Frieda a swastika and tells her that he is still loyal to the Nazis.



THE SWASTIKA which Richard wears secretly around his neck is revealed to Dawson, who beats him up and then tells Frieda he wants no part of her.



FRIEDA'S SUICIDE ATTEMPT, prompted by her husband's distaste for her, is thwarted by him. He at length realizes she is guiltless, though German.

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ONLY RCA VICTOR MAKES THE VICTROLA

Outstanding Quality

at an understanding price



Victrola radio-phonograph 610V2 plays on AC with the rich, resonant tone of the "Golden Throat."

When you're in New York, *don't miss seeing the radio and electronic wonders at the RCA Exhibition Hall. Open free to all. 36 West 49th Street.*

AM–FM radio, fine automatic record changer, and the famous *"Golden Throat"!*



Gypsy strings, swing band or full concert orchestra—pile on as many as 12 ten-inch or 10 twelve-inch records, and you're set for almost an hour's concert or dance! *Red Seal* records or "pops," you hear them at their best—for in the lightweight tone arm of the new record changer is the RCA Victor exclusive "Silent Sapphire," a permanent jewel-point pickup. No needles to change, no annoying needle chatter. Standard AM radio, RCA Victor FM—both kinds of radio are yours, too, as well as recorded music, with the mellow, tonal beauty of the "Golden Throat." The price—far less than you'd expect . . . the cabinet—far lovelier than any picture can show! Two roomy record compartments. It's at your RCA Victor dealer's now, in your choice of fine walnut or mahogany finish.

"Victrola"—T. M. Reg. U. S. Pat. Off.



Finest tone system in RCA Victor history

This symbolizes the "Golden Throat," RCA Victor's exclusive **3-way Acoustical System. This thrilling development is explained technically in an illustrated booklet attached to RCA Victor instruments.**

RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA

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Special
Fall Showing

Beginning Sept. 5th, at leading Furniture and Department Stores everywhere!

SIMMONS PRESENTS

Now! Extra sleeping space for family or guests—without using extra room! Get it with a beautiful new "Hide-a-Bed"* by Simmons!

There's a "Hide-a-Bed" for every type of room!



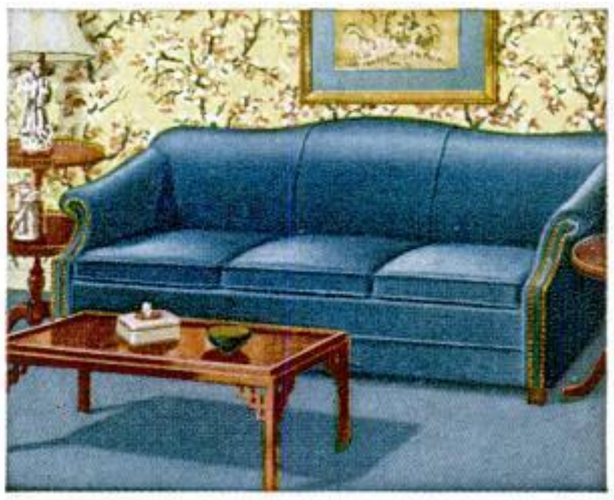
LAWSON



TUXEDO



MODERN



CHIPPENDALE

There's a "Hide-a-Bed" in Love Seat size!



By day a Love Seat, by night a single bed! A beautiful, convenient piece of furniture for any living room. Available in same period styles and covers as full-size "Hide-a-Bed." $174.50 and up, depending on style, cover fabric, and mattress selected.



IF YOUR FAMILY'S crammed into crowded living quarters today . . .

—if an *extra bedroom* would help to solve your sleeping problems . . .

Then a Simmons "Hide-a-Bed" is just exactly what you need! It brings that extra bedroom—a "Hide-a-Bed" *Room*—into your home without your adding an extra inch of space!

Beautyrest comfort, too!

By day, your Simmons "Hide-a-Bed" is a beautiful piece of living room furniture, covered with the finest decorator fabrics. By night, it opens easily into a heavenly restful, wonderfully convenient *double bed!*

It's not a bed with just an ordinary mattress either! You're offered the restful comfort of a genuine Simmons Inner-spring Mattress . . . or the *extra luxury* of a famous Beautyrest Mattress with 837 individually pocketed coils.

The price? Only $179.50 and up—depending upon cover fabric and style you select. Not a penny more than you might pay for any similar quality sofa—and you get a hidden Simmons bed in addition, *at no extra cost!*

See the wonderful new "Hide-a-Bed" and other beautiful new Simmons Sofa Beds and Studio Couches at your local Furniture and Department Stores. Easy budget terms.

HIDE-A-BED BY SIMMONS

The Aristocrat of dual-purpose Furniture

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THE "HIDE-A-BED" ROOM!

New Claremont Modern "Hide-a-Bed" Sofa upholstered in beautiful new "Goodall Blended-For-Performance Fabric." Deep, comfortable Simmons Inner-spring Mattress inside. Choice of colors and fabrics. (Two suggestions: blue and chartreuse, at right). $179.50 and up.







(Above) **"Hide-a-Bed" opens so easily!** Just a few quick flips—no tugging or straining! Closes easily, too. It's counterbalanced!



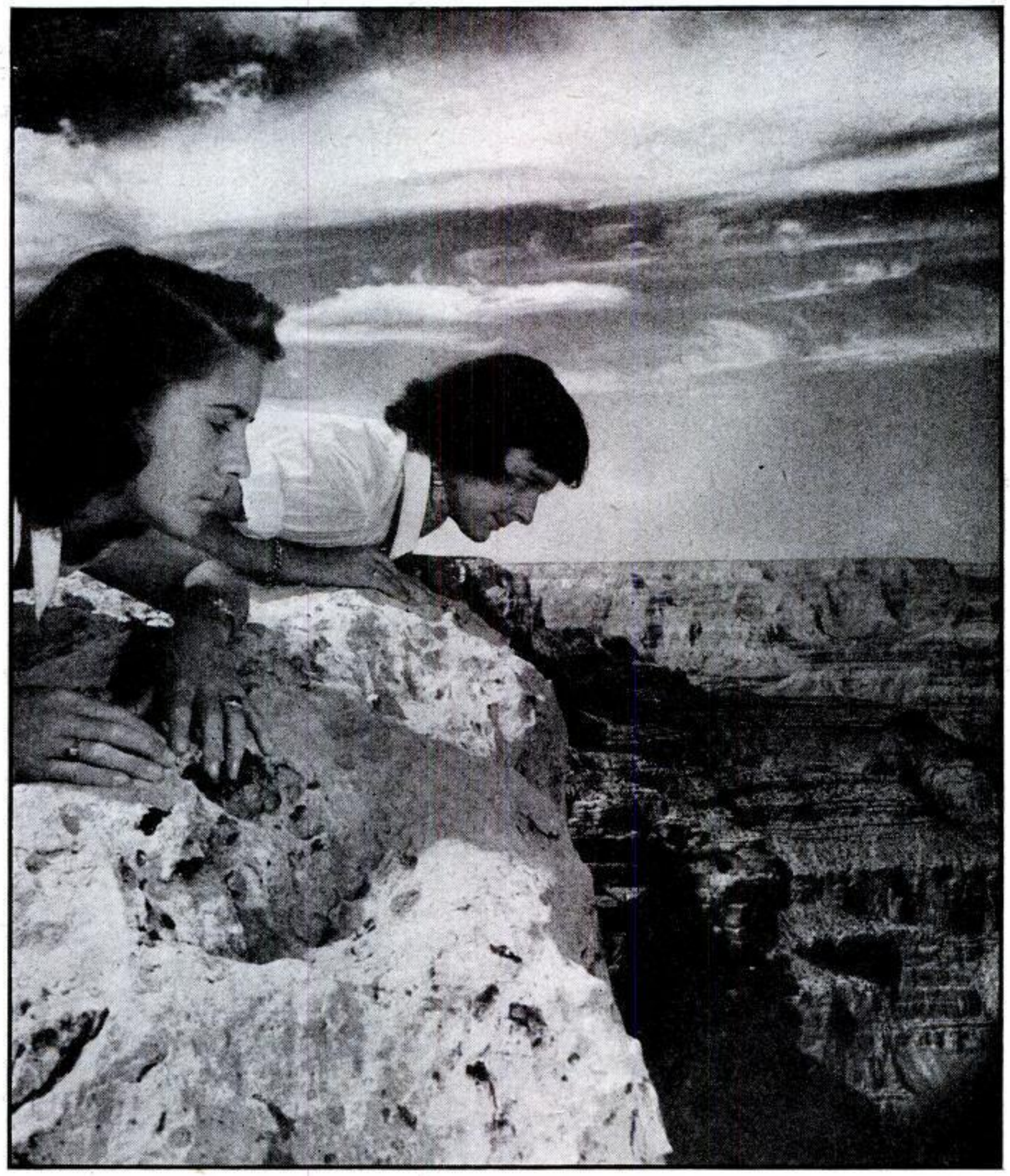
(Right) **Your own bed couldn't be more comfortable!** This is no skimpy, makeshift sleeping arrangement. Not a bit! You can have a big, 837-coil spring, full-size Beautyrest Mattress in this "Hide-a-Bed"! That's real *luxury!* That's real *comfort!* Notice how you sleep, too—with your head toward the *back* of the sofa. You can get into this bed from *either* side—without climbing over the other sleeper.

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FROM THE SOUTH RIM of the Grand Canyon, looking westward from the abyss, a massive, steplike formation called the Cathedral Stairs rises 4,500 feet from the Colorado River's Granite Gorge (*right, center*). The North Rim, more than 20 miles across the chasm, appears as a faint line on the horizon at top right.

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AT YAKI POINT TWO TOURISTS PEER OVER CANYON'S RIM, DOWN CLIFFS WHICH FALL AWAY ALMOST A MILE

THE GRAND CANYON

Its matchless spectacle is also a history book of the earth

Theodore Roosevelt once said of the Grand Canyon, "It is beyond comparison—beyond description—the one great sight which every American should see." To each person it is a different experience. For the geologist the canyon is an open book of the earth's history (*pp 78–79*). To naturalists it is a huge showcase of plants and animals of four different climatic zones. (*p. 81*). A philosopher might find it a demonstration of the insignificance of man and his works. But to the average tourist (*p. 84*) the Grand Canyon is more sheer thrill and inspiration than anything he is likely to see for the rest of his life. Gouged out of the high tablelands of Arizona by the ceaseless erosion of wind, rain and the Colorado River, the Grand Canyon is a titanic trough 217 miles long, averaging a mile deep and 4 to 18 miles wide. In its gorge, like the ribs of some vast vertebrate animal, are hundreds of mountain peaks, most of which are taller than any mountains east of the Rockies, yet all are below the level of a tourist standing on the canyon's rim.

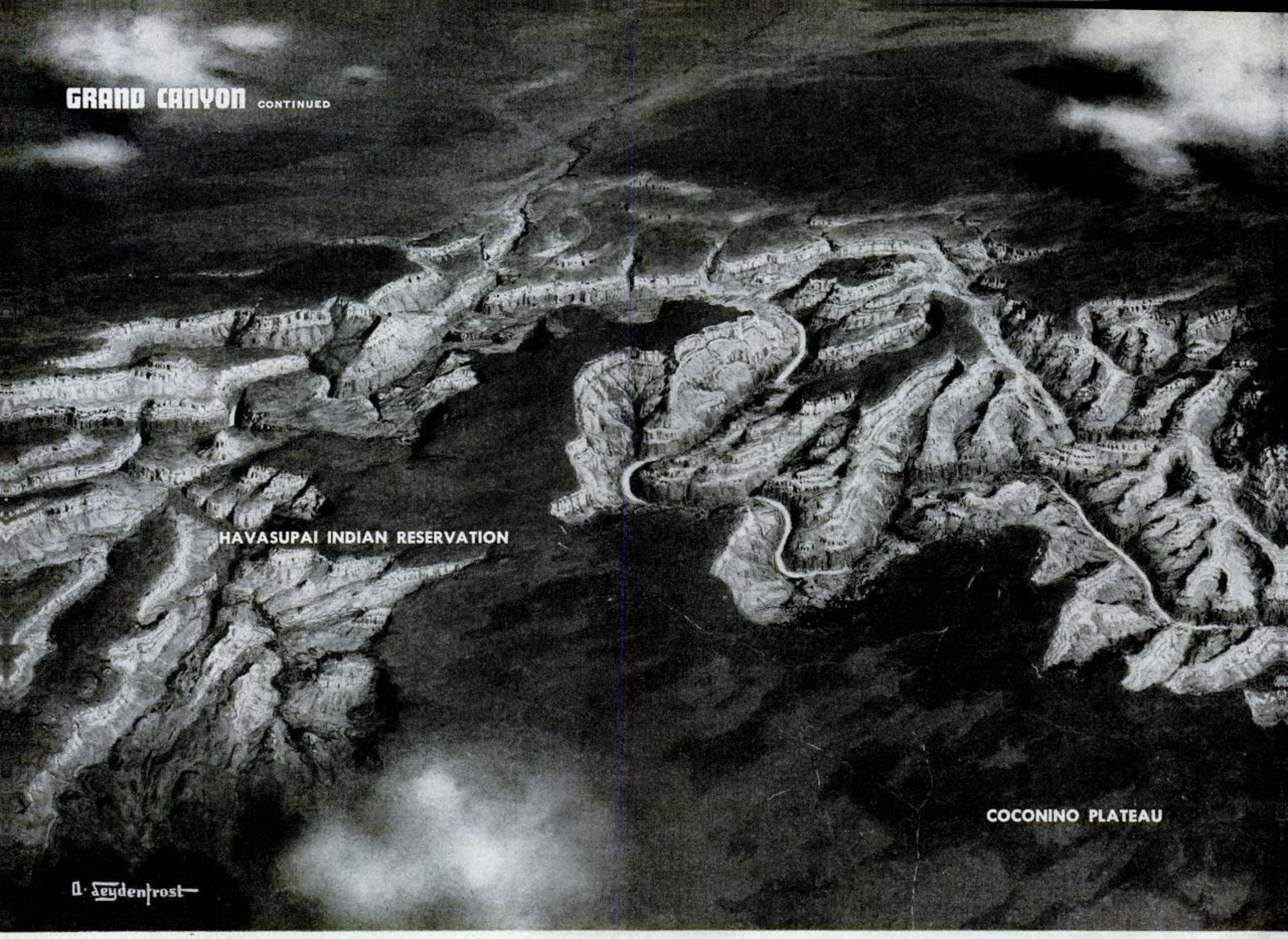
White men first saw the Grand Canyon in 1540, when conquistadors of Coronado's army discovered it while hunting for gold in the *arida zona* (Arizona). But it was not until just before the Civil War that explorers and scientists first came out to study the canyon, and not until after 1900 that tourists came in any numbers. With the construction (in 1901) by Santa Fe of a railroad to the South Rim and the creation (in 1919) of Grand Canyon National Park, the tourist business boomed. Visitors are currently arriving at the rate of half a million a year. They stay at hotels or cabins on the South Rim (open all year) or the North Rim (open only in summer). They take innumerable snapshots, attempt self-conscious jokes about "the world's biggest gopher hole," but mostly they just stand and stare in deep, appreciative awe. Though the average tourist stays only a day or two, he goes away satisfied that he has seen not only the most overwhelming natural spectacle in the U.S. but that he has had a glimpse of the earth's immeasurable past.



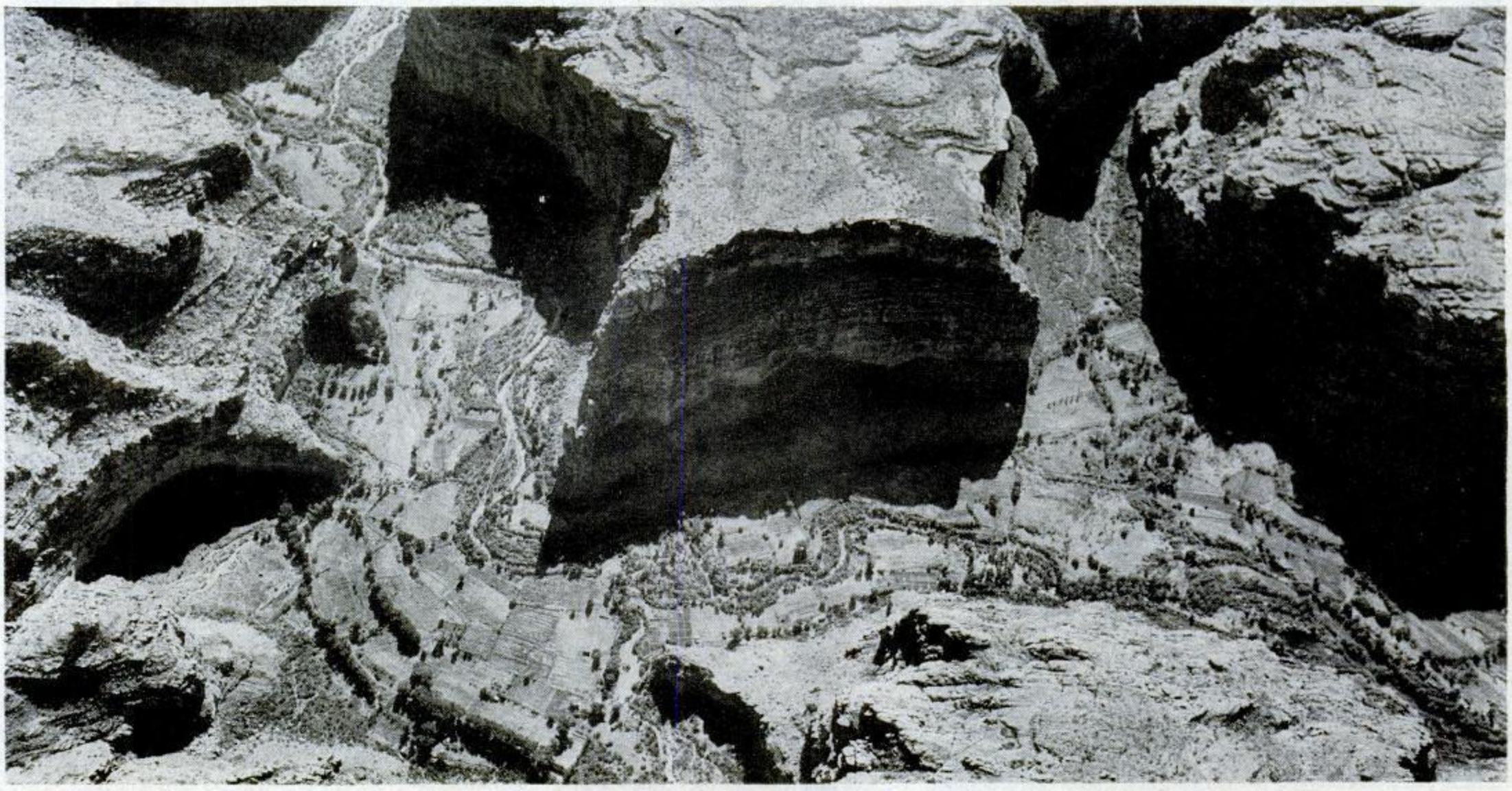
GRAND CANYON is biggest of 19 major gorges cut by the Colorado River in its 2,000-mile course to the Gulf of California.

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THE WHOLE CANYON is shown in the perspective drawing above as it might be seen under ideal conditions by an observer looking from south to north several miles above the earth. The Colorado River flows through Marble Gorge (*top, right*), at the canyon's entrance, where it is joined by the Little Colorado River to become one stream averaging 300 feet in width and with a 2-to-10-mile-an-hour current. The North Rim of the canyon is formed by the edge of the Kaibab



WESTERN END OF CANYON has several tributary chasms, like Havasu Canyon (*above*) which are rarely penetrated by tourists. The Havasupai Indians who live here along Havasu Creek (the winding, tree-bordered line in picture) have been least touched by civilization of all the native tribes in the U.S. In the semi-tropical climate of the canyon's wide, level bottom, they grow corn, fruit, vegetables and live in primitive huts as did their ancestors hundreds of years ago.

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KAIBAB NATIONAL FOREST

MARBLE GORGE

THE PAINTED DESERT

KAIBAB PLATEAU

LITTLE COLORADO RIVER

BRIGHT ANGEL POINT

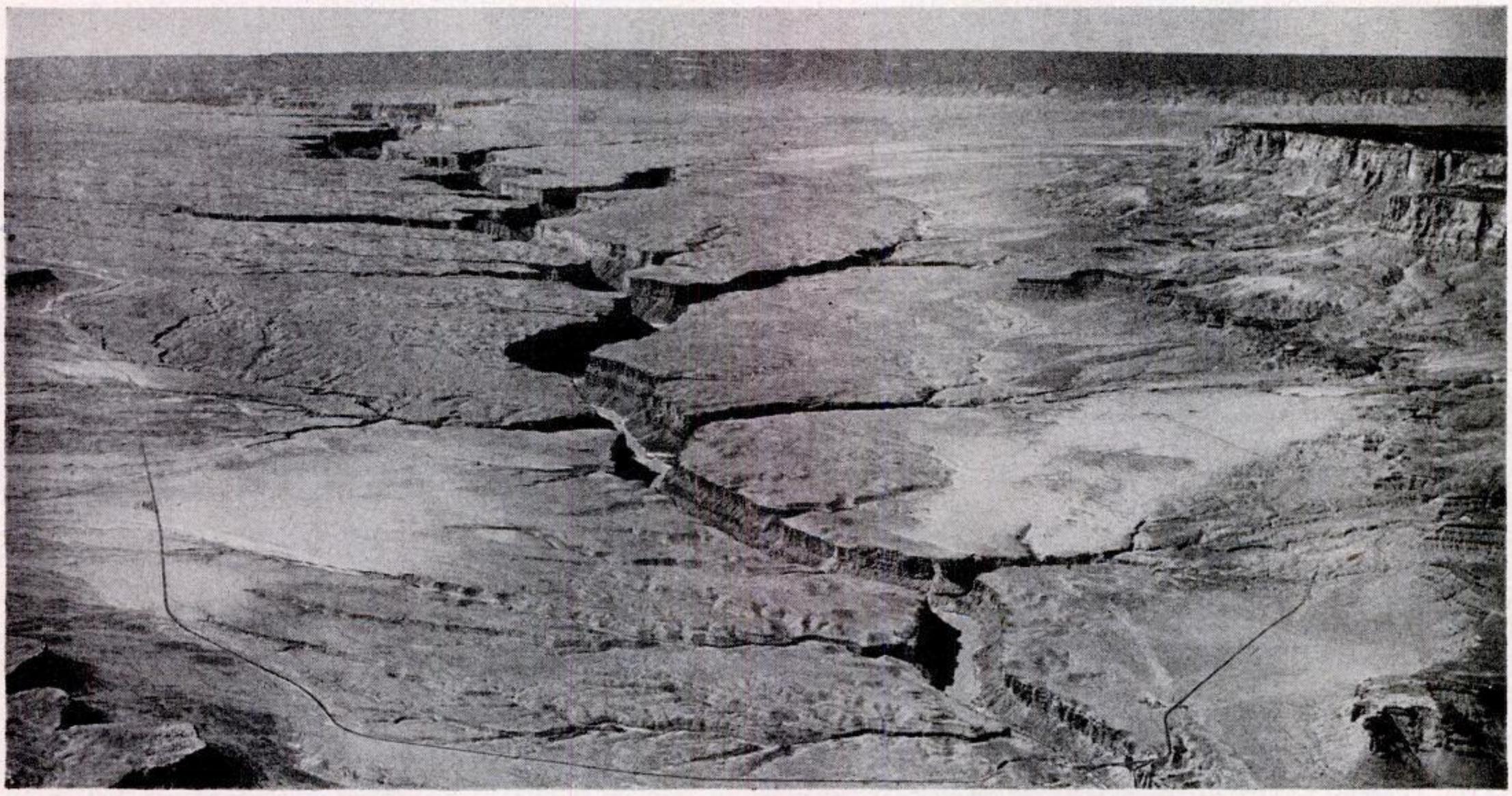
BRIGHT ANGEL CANYON

COLORADO RIVER

GRAND CANYON VILLAGE

N

Plateau (*top of drawing*), which extends up into Utah. The canyon's South Rim is the edge of the Coconino Plateau, and it is the picture-postcard view of the canyon from this rim with which most tourists are familiar. But whether they approach it from north or south, visitors to the canyon see only the wide, level plain until they are within a few feet of the rim. Then, without warning, the incredibly vast, silent depths drop out beneath their feet like the fore edge of eternity.



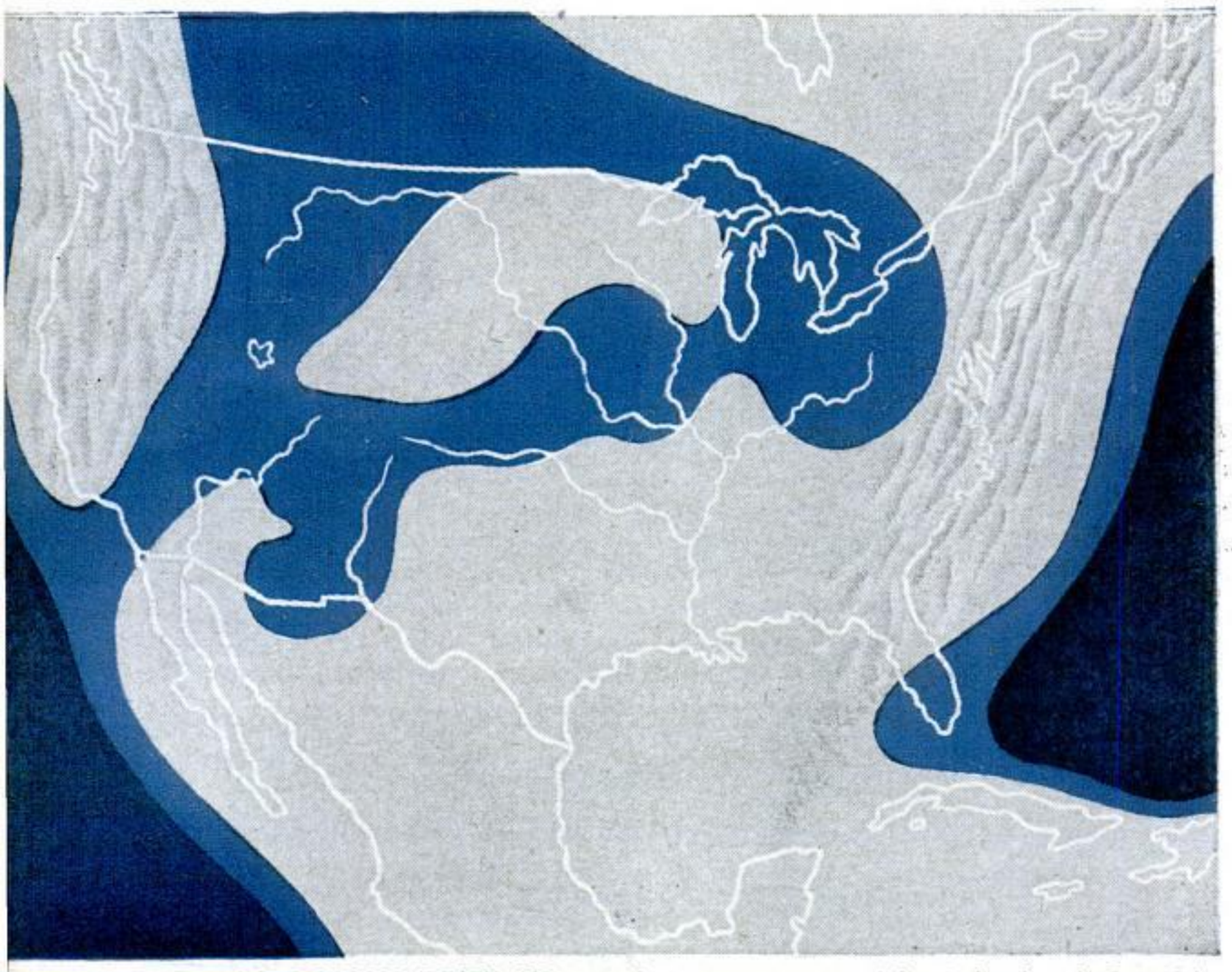
EASTERN END OF CANYON shows plainly how the Colorado River eroded the level plain. The desolate region shown in the aerial photograph above which looks from south to north lies above Marble Gorge before the Grand Canyon proper (*drawing, top of page*). The thin line meandering through the bottom of the picture is the Navajo Highway. It crosses the gorge on a steel cantilever bridge and then turns northeastward to go through the colorful Painted Desert region.

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SHALLOW OCEANS (*light blue on maps*) covered much of present North American continent (*shown in white outline*) from 500 million to 200 million years ago, when there were already many forms of plant and animal life in the oceans and on the land.



AS OCEANS DRIED UP, a mid-continent seaway (*above*) developed. Lungfish, sharks and other marine life lived in the waters. Later low flat dry plains (*below*) emerged, flanked by volcanoes in the northwest and a long mountain ridge in the east.



ITS HISTORY

Geologists call canyon best record of earth's formation

The Grand Canyon is a geologist's paradise because it slices deep into the terrestrial surface to present a huge cross-section of the two-billion-year record of earth's formation. Nowhere else in the world is there such a comprehensive series of rock layers so clearly demonstrating the slow, vast processes that shaped the peaks and valleys now inhabited by man. The drawings in color (*right*) show how the Grand Canyon region developed the contours it has today. Mountains were made and eroded level. Then the land sank and for long ages shallow oceans (*maps at left*) deposited mud and sand in layers thousands of feet thick. This material hardened into rock which finally rose in a great plateau high above sea level. Through this plateau of marine deposits the Colorado River 12 million years ago began cutting the present canyon. Consequently, as geology reckons time, the canyon is very youthful. Sir James Jeans once compared the immensity of geologic time to New York's tallest skyscraper. The age of the Grand Canyon would then comprise only the height of one window. Man's whole span of existence would equal only the thickness of a nickel perched on the skyscraper's top, and his entire recorded history (about 7,000 years) would be no more than the thin edge of a sheet of paper on top of that.

1 Primeval mountains, called Archeozoic by geologists, were the original crust of the earth (*top, opposite page*). These rugged peaks were formed from igneous (fire-made) rock (*red in the drawings*) churned up from earth's molten subsurface. As the rock cooled it buckled into massive ridges of granitelike stone. The cooling process produced great clouds of steam. This condensed into torrents of water which began to wear the mountains down.

2 Erosion to sea level is the fate of any mountain system which lies undisturbed for a few million years. Chemical changes soften and break up the rocks, and the steady erosion of wind, rain and silt-filled streams eventually wears the tallest peaks down to level plains, marked only by a few monadnocks, or humps of mountains. The great erosion pictured here might have been one of several which occurred one to one and a half billion years ago.

3 Deposits under the sea were left when shallow oceans crept over the leveled mountains and deposited more than 12,000 feet of gravel, limestone and other sediments. Geologists call this the Grand Canyon System. The land gradually sank under this tremendous weight. Then the waters receded and the sediments hardened into beds of layered rock. Some molten rock (*orange-colored in drawing*) pushed up into these deposits and hardened there.

4 Upthrust of mountains occurred again when the slow shifting of the earth's surface buckled and warped the layers of sedimentary rock into enormous blocks, to become another mountain system. Called the Grand Canyon Disturbance, this block "faulting" took place during the Proterozoic era, about a billion years ago. Once again erosion began wearing the mountains down, but this time the leveling was not as complete as it was before.

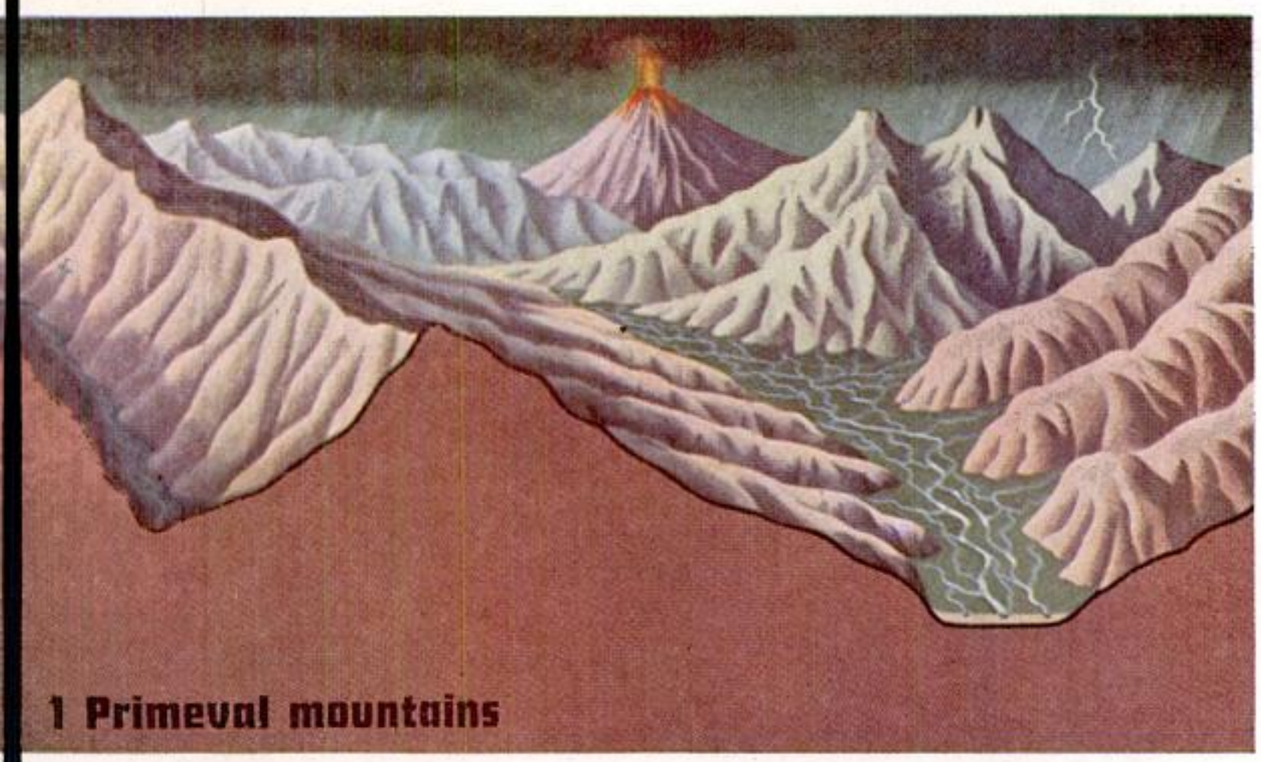
5 Second great erosion occurred about 500 million years ago. These dates are not speculation but are now computed radiologically. Certain kinds of rock contain radioactive uranium or thorium. Since uranium disintegrates steadily into lead and helium, age of rock is determined by the rate at which it gives off helium atoms and the amount of lead that it contains.

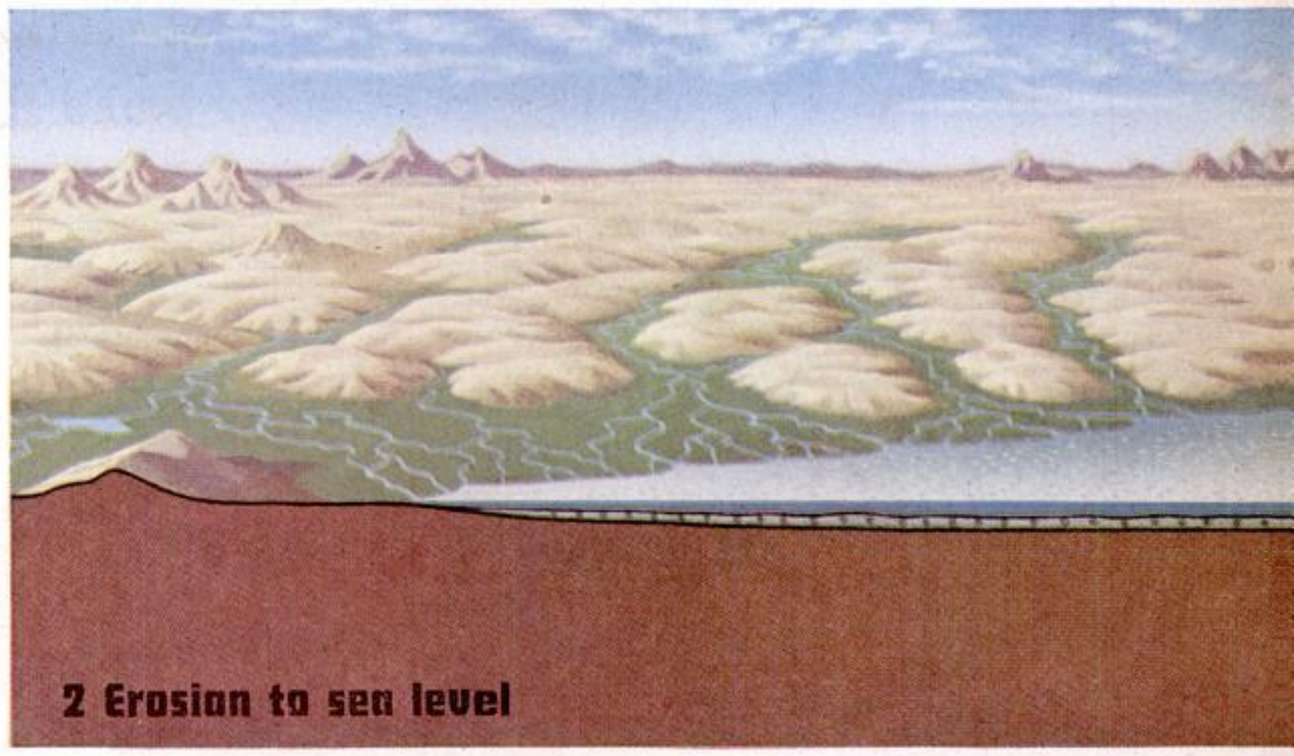
6 Second undersea deposits were made 500 million to 60 million years ago. Oceans crept over the land again, then receded. At the end of the Mesozoic era the great dinosaurs and pterodactyls of canyon region lived their cycle and died off, leaving fossilized bones in the top layers of sediment (*green in diagram*), which emerged as dry land. In the past 60 million years the youngest layers have worn away and with them the record of the dinosaurs.

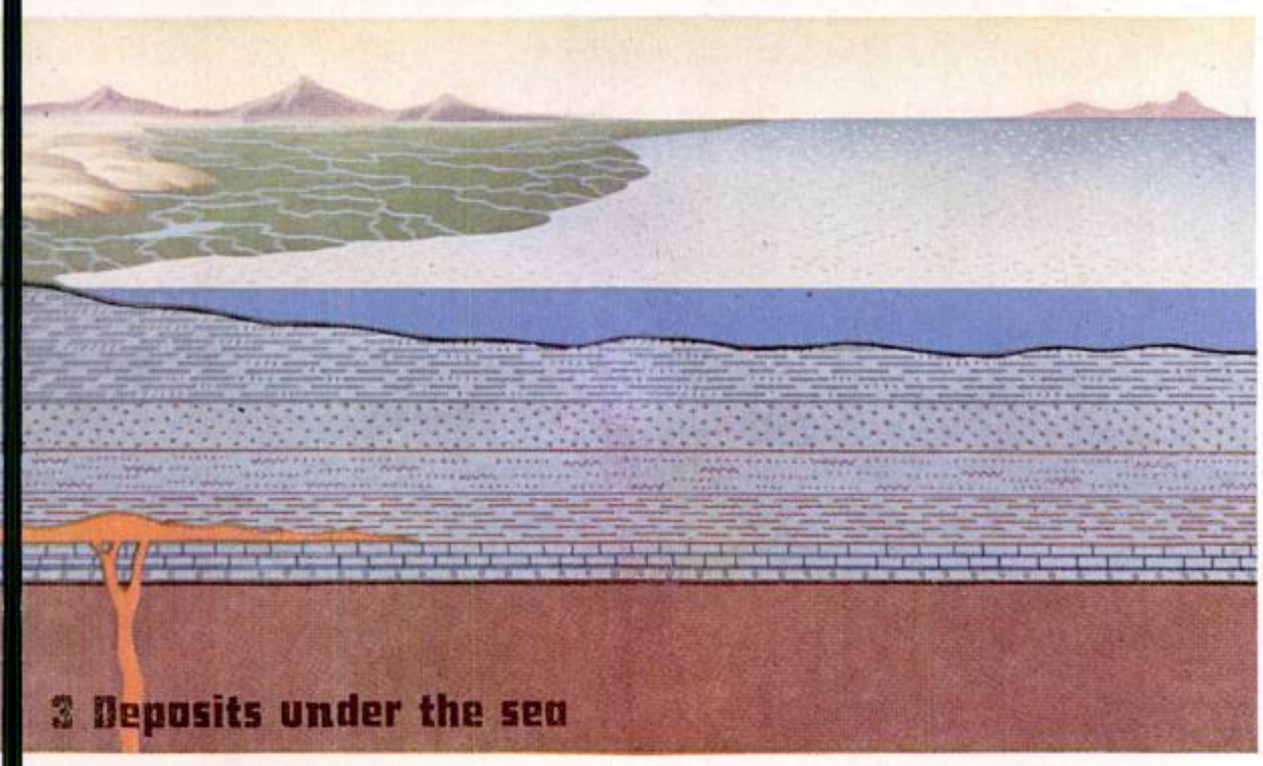
7 Canyon cutting begins. Long after the oceans dried up and the plateau rose above sea level, the top layers of sedimentary rock were partly eroded, leaving only buttes (flat-topped mountains) standing on the level plain. Although the Colorado River has been cutting the present canyon for about 12 million years, its bed is still 2,000 feet above sea level, and canyon cutting continues. In several million years the canyon may reach its ultimate depth.

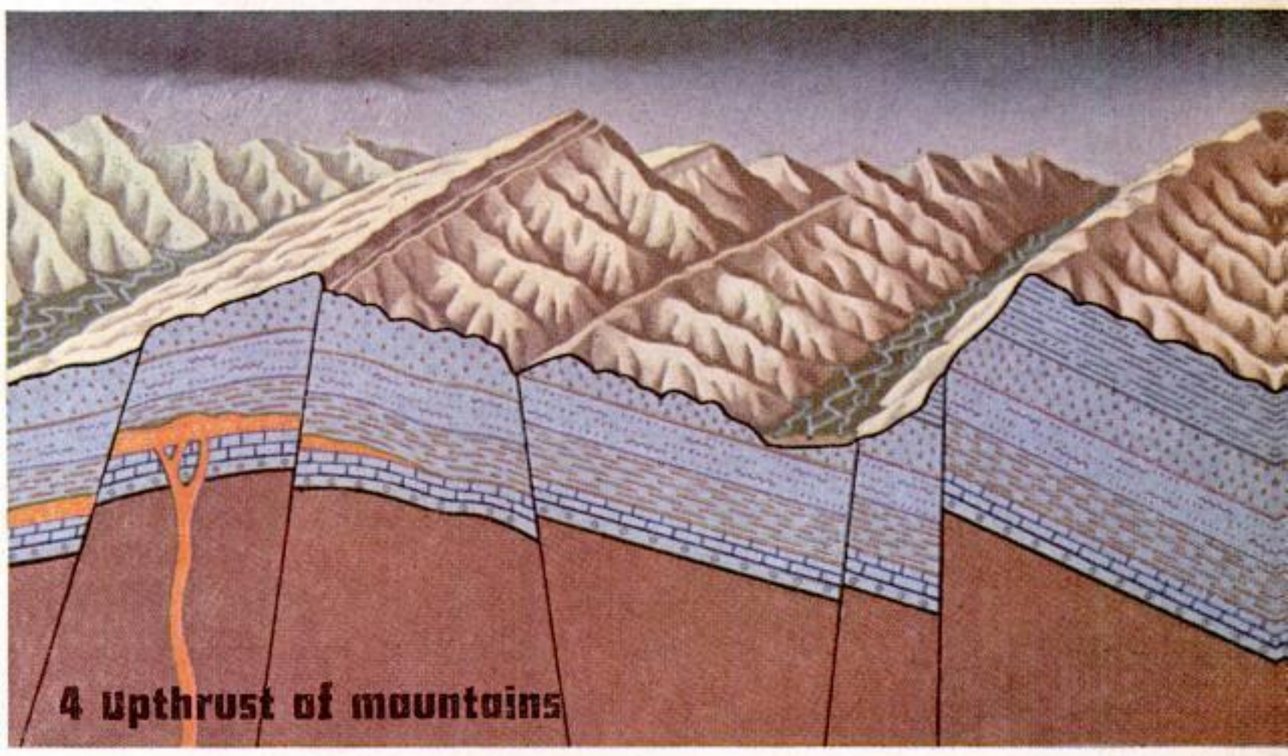
8 Present canyon shows how the river, cutting endlessly into the rock by tearing away a grain or fragment at a time, has made the gorges today's tourist sees. If all material that has been worn away could be put in one piece, it would form a rock at least a mile thick and 1,000 miles square. Bright colors of the canyon's walls are stains from minerals contained in the rocks.

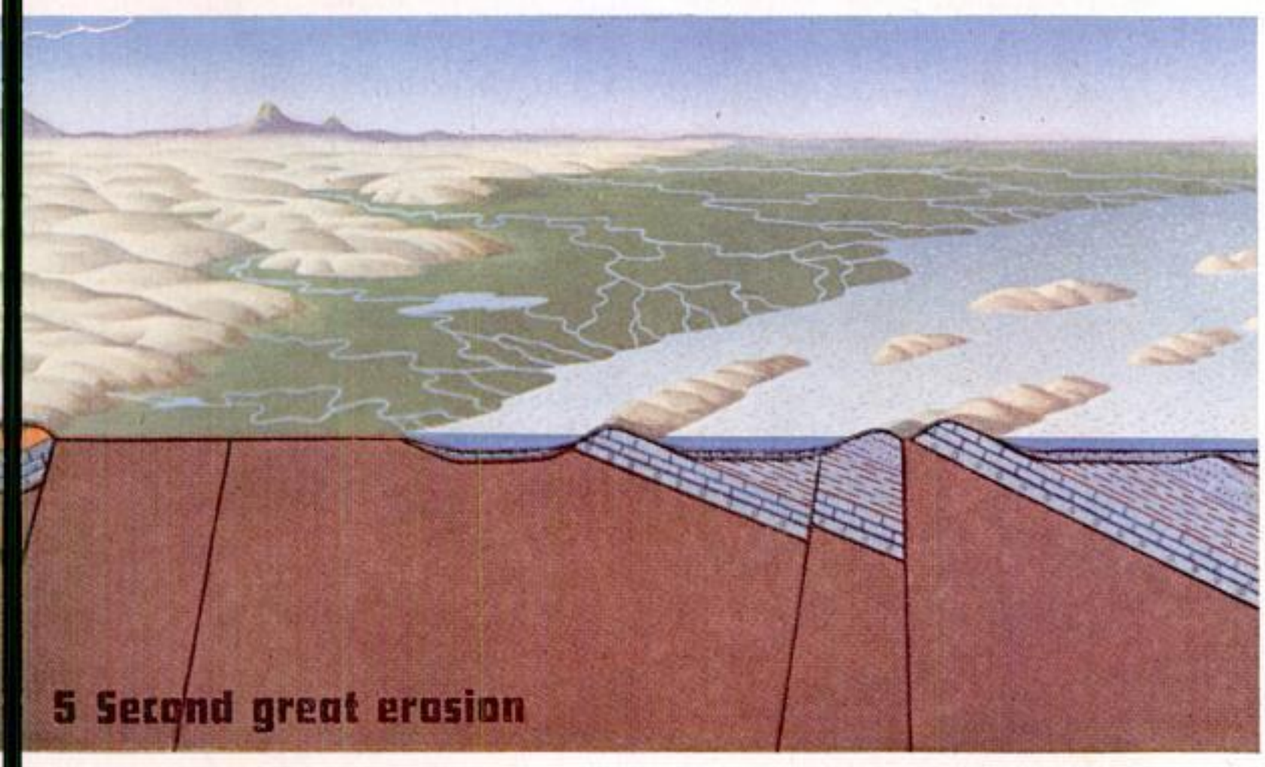
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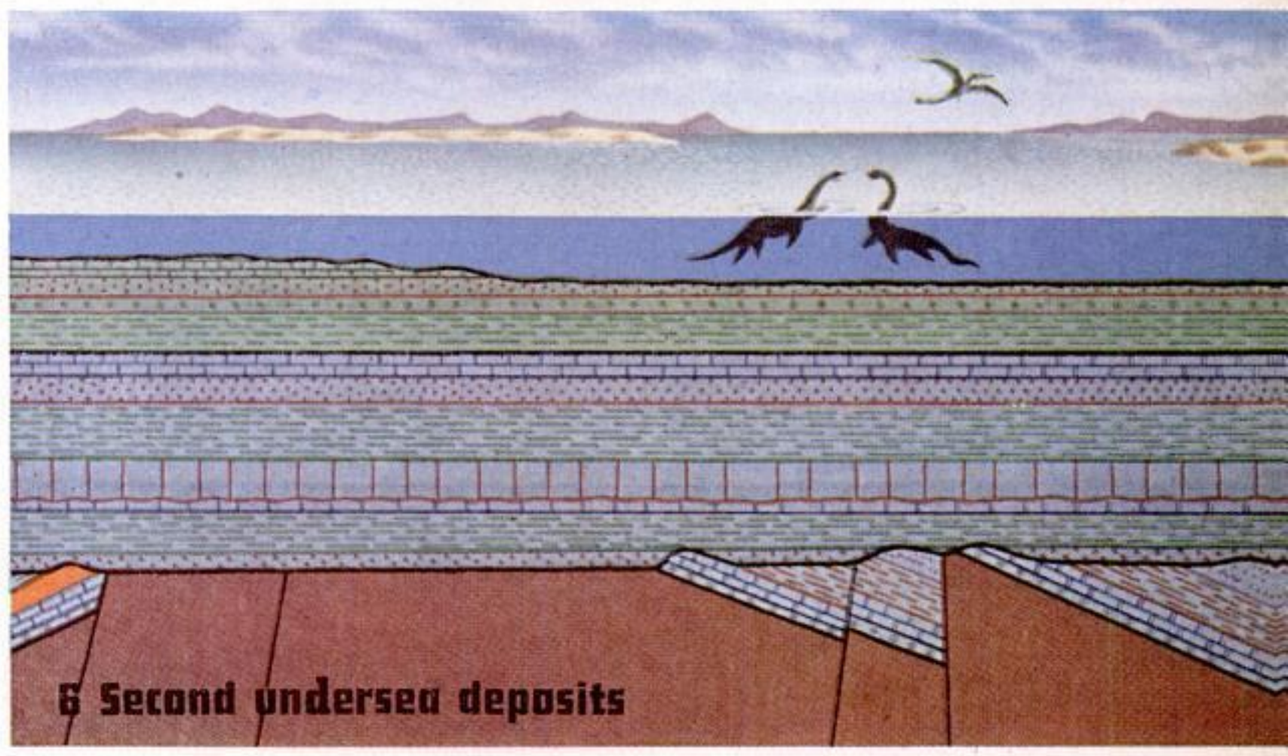


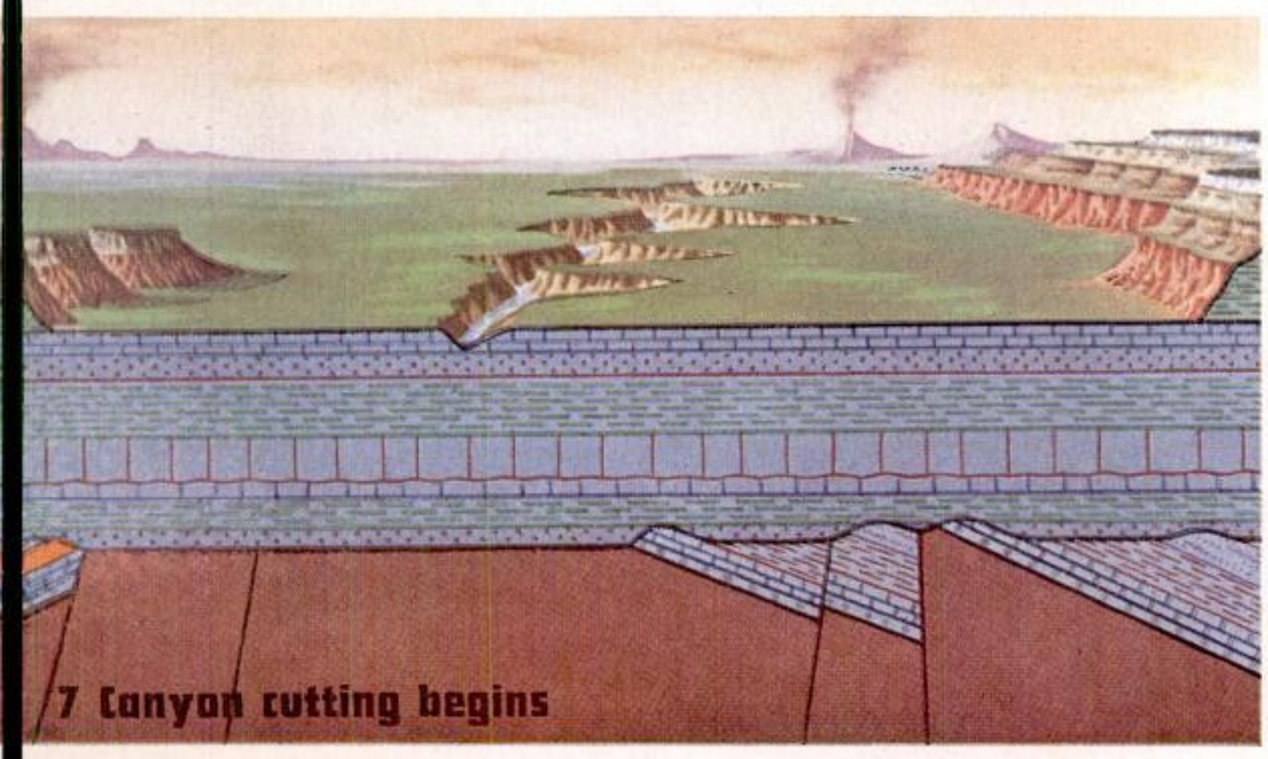


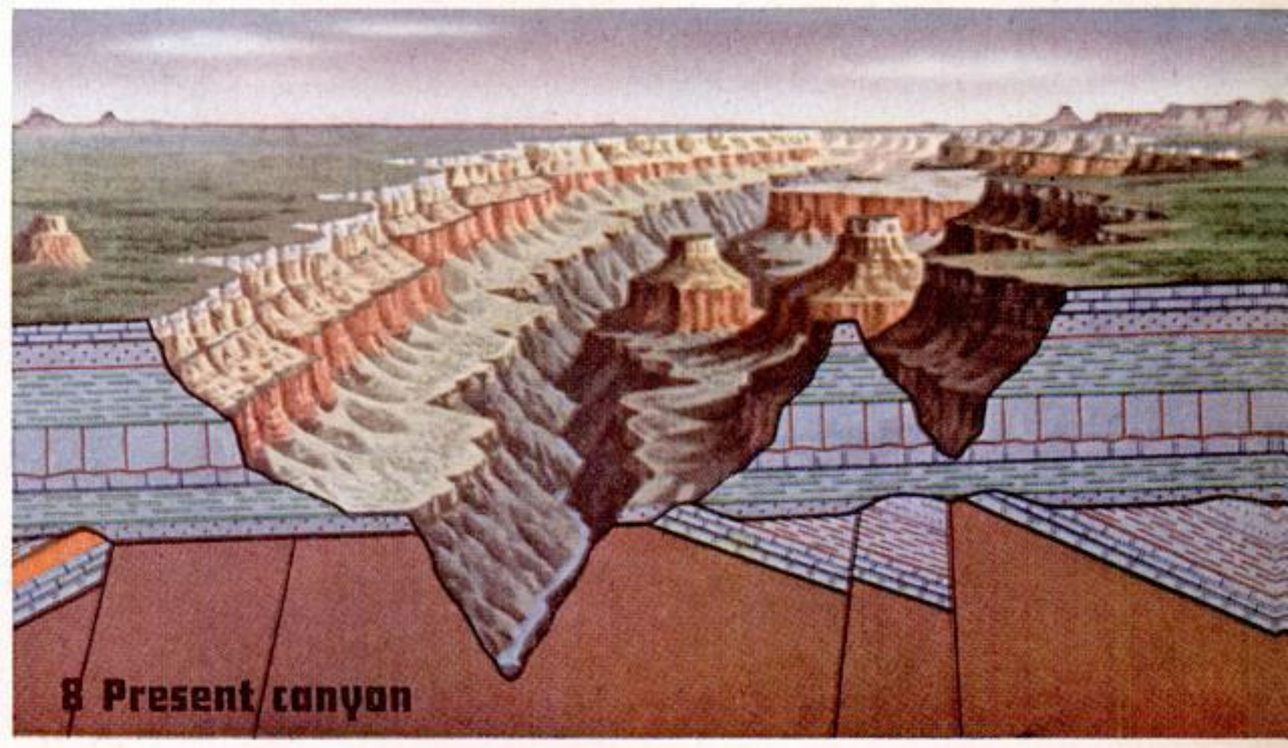












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ANCIENT PLANTS AND ANIMALS

Shown here are life forms which lived in the Grand Canyon region millions of years ago, and on the opposite page forms which live there today. At the bottom of this page, opposite the arrow marking the Archean era, is a drawing of moldlike algae, the only form of life on earth at that time. Above it are the plants and animals which evolved: the trilobites and brachiopods of the Cambrian and Devonian periods, and the primitive insects and amphibians which developed during the Mississippian and Permian ages. All of them are placed opposite the rock layers in which their fossil remains lie buried.

KAIBAB LIMESTONE

Late Permian

COCONINO SANDSTONE

HERMIT SHALE

Early Permian

SUPAI SANDSTONE AND SHALE

REDWALL LIMESTONE

Mississippian

Devonian

MUAV LIMESTONE

Cambrian

BRIGHT ANGEL SHALE

TAPEATS SANDSTONE

VISHNU SCHIST

PEGMATITE

Archean

MAYFLY

FERN TREE

CYCAD

STEGOCEPHALIAN

CONIFER

SHIP LIZARD

NAUTILOID

CORDAITE

SIGILLARIA

SCALE TREE

SHARK

BRACHIOPOD

SALAMANDER

CALAMITE

BRYOZOA

COCKROACH

SPIDER

DRAGONFLY

CRINOID

CLUB MOSS

SEED FERN

CORAL

LUNGFISH

CEPHALAPOD

BLASTOID

BRACHIOPOD

CLAM

EARLY LAND PLANT

SCORPION

CRINOID

STARFISH

TRILOBITE

BRACHIOPODS

CORAL

SNAIL

SEAWEED

ALGAE

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PRESENT PLANTS AND ANIMALS

If a tourist climbs from the bottom of the canyon to the top, he goes through as many climate zones and sees as great a variety of plants and animals as he would in a trip from Mexico to Canada. These climate divisions are called Life Zones. In the Lower Sonoran Zone, the jimson weed and king snake are like those of Sonora, Mexico. The Upper Sonoran Zone, with lizards and horned toads, corresponds to Southwestern U.S. The yellow pine and western tanager (Transition Zone) are typical of the Rocky Mountain region, while the blue spruce and aspen (Canadian Zone) are like those in southern Canada.

CLARK'S NUTCRACKER
MOUNTAIN LION
QUAKING ASPEN
BLUE SPRUCE
LYNX
DOUGLAS FIR
Canadian Zone
CHIPMUNK
WHITE-TAILED SQUIRREL
MULE DEER
GOPHER
BROWN BAT
BLUE PENSTEMON
SERVICEBERRY
SCARLET BUGLER
YELLOW PINE
WESTERN TANAGER
Transition Zone
PORCUPINE
RUFUS DEER MOUSE
LOCO WEED
LIVE OAK
BULL SNAKE
SPOTTED SKUNK
BLUE FLAX
ANTELOPE
UTAH JUNIPER
CACTUS
GOLDENROD
CHIPMUNK
CACTUS
COLLARED LIZARD
GRAY FOX
WILD GERANIUM
Upper Sonoran Zone
HORNED TOAD
SNOWBERRY
CACTUS
BAT
MESQUITE
LARKSPUR
MOUNTAIN SHEEP
KING SNAKE
Lower Sonoran Zone
JIMSON WEED
WILLOW
GOPHER

A. Petruccelli

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HAVASU FALLS, at the canyon's western end, are in the Havasupai Indian Reservation, which can be reached only by a 14-mile horseback trip from the South Rim. The Indian name, Havasupai, means "people of the blue-green water," derived from the brilliant color of the lime-impregnated water of Havasu Creek.

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FLAT-TOPPED MT. HAYDEN rises more than a mile from canyon's gorge to a height (8,350 feet) greater than New Hampshire's Mt. Washington (6,293 feet), yet its peak is below the North Rim from which picture was taken. Rough terrain of the tumbled mountains has kept parts of canyon from ever being seen by man.

CONTINUED ON NEXT PAGE

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Flattering Fit

WELCOMES CLOSE-UPS

It takes a near-view of feet in action to reveal the fit of shoes. With their foot-considering lines and accurate sizing, ENNA JETTICKS are *ready* for close-ups during any split-second of a step.

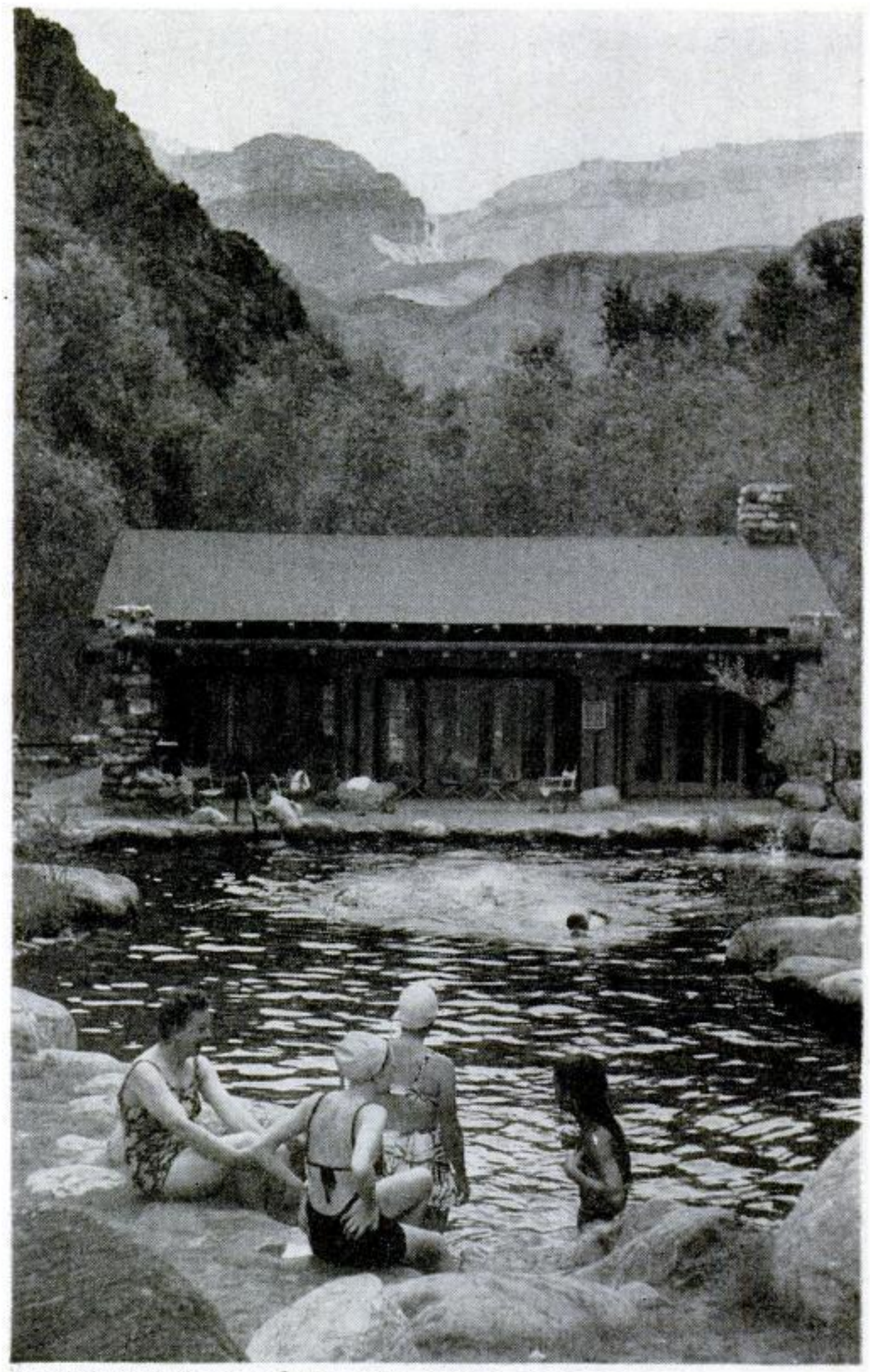


ENNA JETTICK SHOES, Inc., Auburn, N.Y.

$7.50 to $8.95

Enna Jettick®

America's Smartest Walking Shoes



TOURISTS SWIM AT PHANTOM RANCH AFTER A MULE RIDE DOWN INTO CANYON

TOURISTS

They take pictures, listen to talks, go on pack trips



COAT-HOLDING IS FREQUENT NEAR RIM

A tourist usually visits the Grand Canyon only long enough to realize how much more he could see and learn if he stayed longer. For those who visit it briefly there are spectacular views to see and photograph along either rim. But tourists who get the best look at the canyon are those with time to take muleback trips down into its depths. Depending upon their capacity for saddle sores, visitors can make a two-day round trip to Phantom Ranch at the foot of Bright Angel Canyon (*above*) or they can take the rarer three-to-five-day trip to Havasu Canyon.

Each day rangers of the U.S. National Park Service lecture on the formation of the canyon (*p. 86*) and answer questions varying from intelligent to belligerent. Fundamentalists, certain that the earth is only 6,000 years old, have written scorching letters to the Department of the Interior, berating the geology-trained rangers as atheists. But these are exceptions. Most tourists agree with the visitor from Indiana who looked long, then muttered reverently, "It sure seems as though the Creator did it just to show what He could do when He tried."

CONTINUED ON PAGE 86

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You've been waiting for *Perfection*— Here it is!

THE ® Fieldcrest
THERMOSTATIC BLANKET for Controlled Warmth





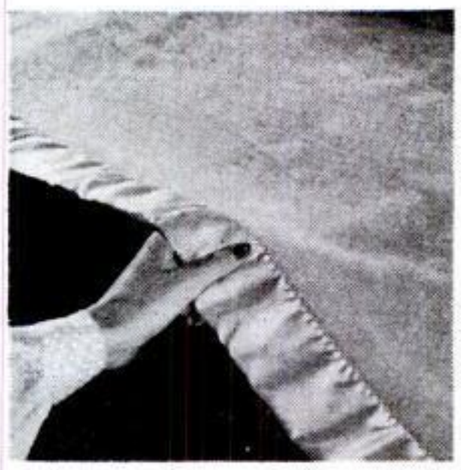
YOU'RE PERFECTLY COMFORTABLE, PERFECTLY RESTED
under the new Fieldcrest Thermostatic Blanket

YOU NEED only this one luxurious blanket for perfect sleeping comfort. Exclusive Fieldcrest Thermostatic Control, engineered by Thomas A. Edison, Inc., "thinks" of your comfort every second . . . sensitive to temperature changes as slight as ½ of one degree.

Keep the control set at the point most comfortable for you, then flick the switch before you go to bed. That's all! No click, no hum disturbs your sleep or interferes with radio reception. The softly illuminated dial can't shine in your eyes! Guaranteed one year against mechanical defect.

$45 Federal Tax incl.

FIELDCREST MILLS—Division of Marshall Field & Company, Inc.
88 Worth Street, New York 13, New York



***Perfectly* LUXURIOUS**

The blanket itself is 75% virgin wool, 25% long-fibre cotton for extra strength. Dense, deep nap, expensive suede finish. Bound in 6" rayon satin in beautiful decorator colors, blue, turquoise, rose, cedar, peach. 72" x 90" allows extra tuck-in length.



***Perfectly* SAFE**

The Fieldcrest Thermostatic Blanket has undergone "torture" tests far beyond any conditions met in actual home use. Approved by Underwriters' Laboratories, Inc. All wiring sheathed in pliable plastic. 8 safety thermostats (two shown above).



***Perfectly* WASHABLE**

Follow the simple rules for laundering that come with the blanket—same rules as for laundering any fine wool blanket. No other care needed.

***Perfectly* ECONOMICAL**

Uses no more electricity than the average 5-tube radio.



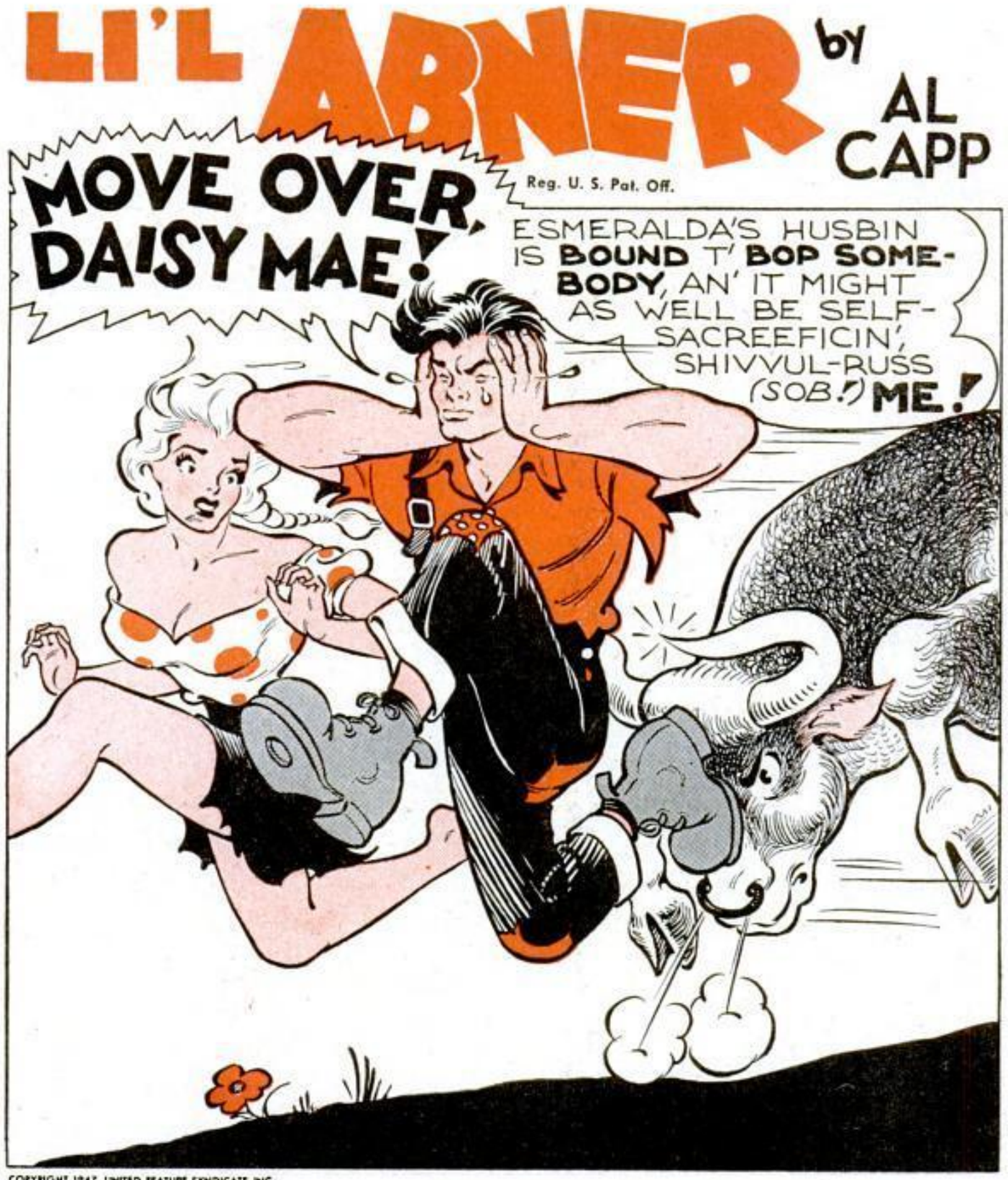
***Perfect* GIFT.** *You can give nothing finer, more useful, more gratefully received than a Fieldcrest Thermostatic Blanket! Beautifully boxed.*

ALSO LOOK FOR: **FIELDCREST SHEETS • TOWELS • BLANKETS • BEDSPREADS • LACE TABLECLOTHS • CURTAINS • HOSIERY • RAYONS • WOOLENS**

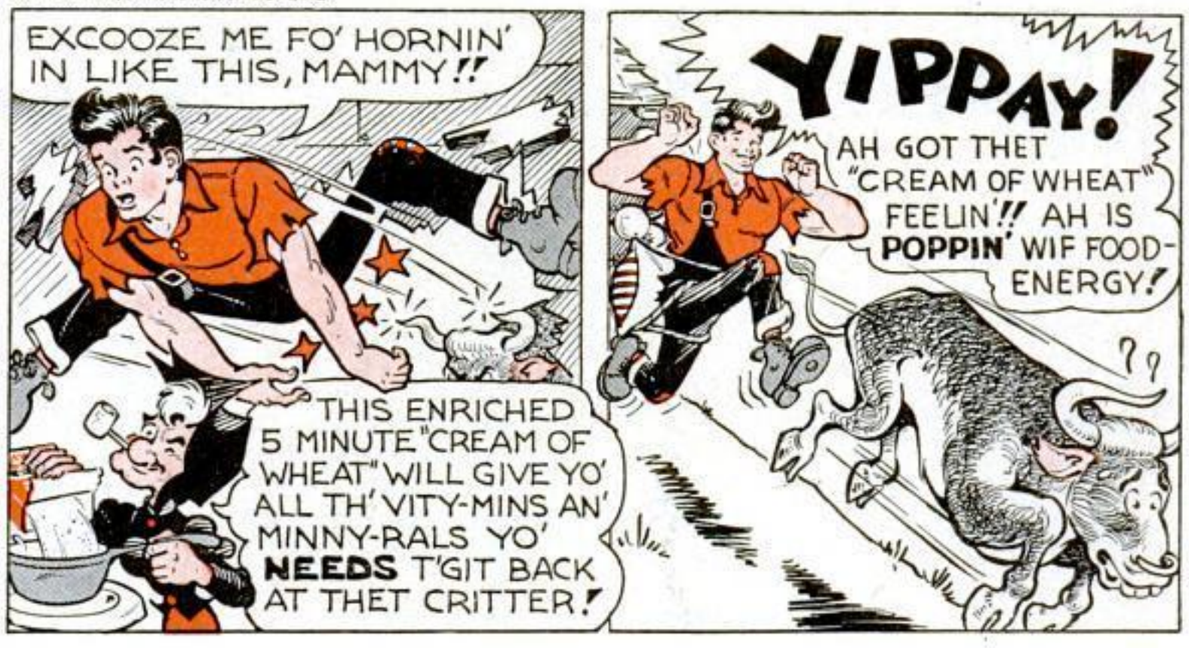
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LI'L ABNER by AL CAPP

Reg. U. S. Pat. Off.



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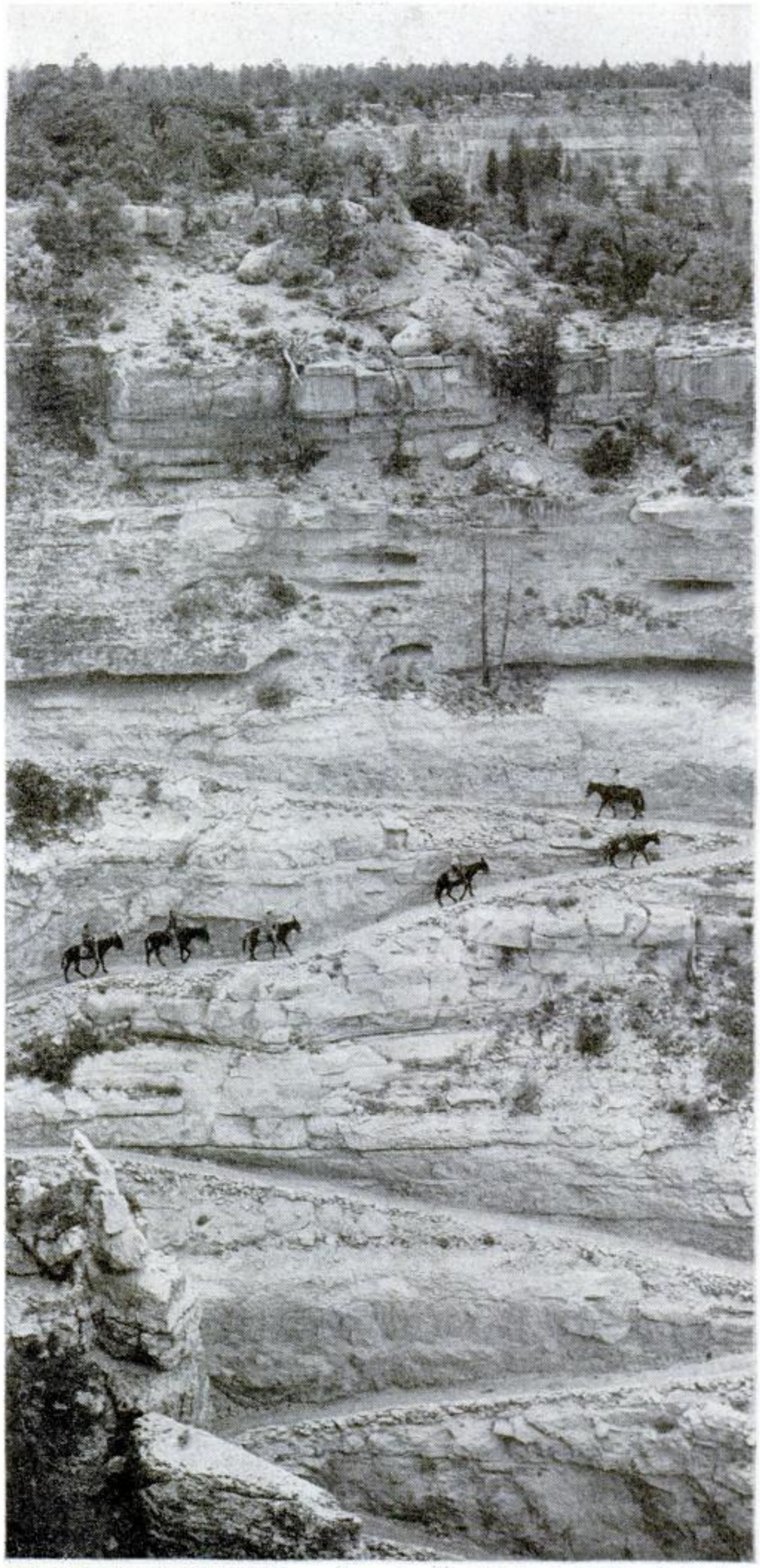




GET THAT CREAM OF WHEAT FEELING!

"CREAM OF WHEAT" AND CHEF TRADEMARKS REG. U. S. PAT. OFF.

GRAND CANYON CONTINUED



ZIGZAGGING STEEPLY down from the South Rim (*top*), 20-mile Kaibab Trail was cut in 1928, is the only trail which crosses canyon from rim to rim.



TOURISTS LISTEN as a U.S. ranger points out the sights from the North Rim. Some rangers are trained naturalists. All of them are natural diplomats.

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Nourishing Meat

...a complete protein food

Why do we say "complete"? Because the protein of meat contains all the amino acids essential to growth and well-being. That's why meat is being served so much oftener—two to three times a day—and to very young children, too.

Yes, you're right in liking meat—and isn't the eating good?

This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

ACCEPTED COUNCIL ON FOODS AND NUTRITION AMERICAN MEDICAL ASSOCIATION

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.

Hollywood Girls Make News

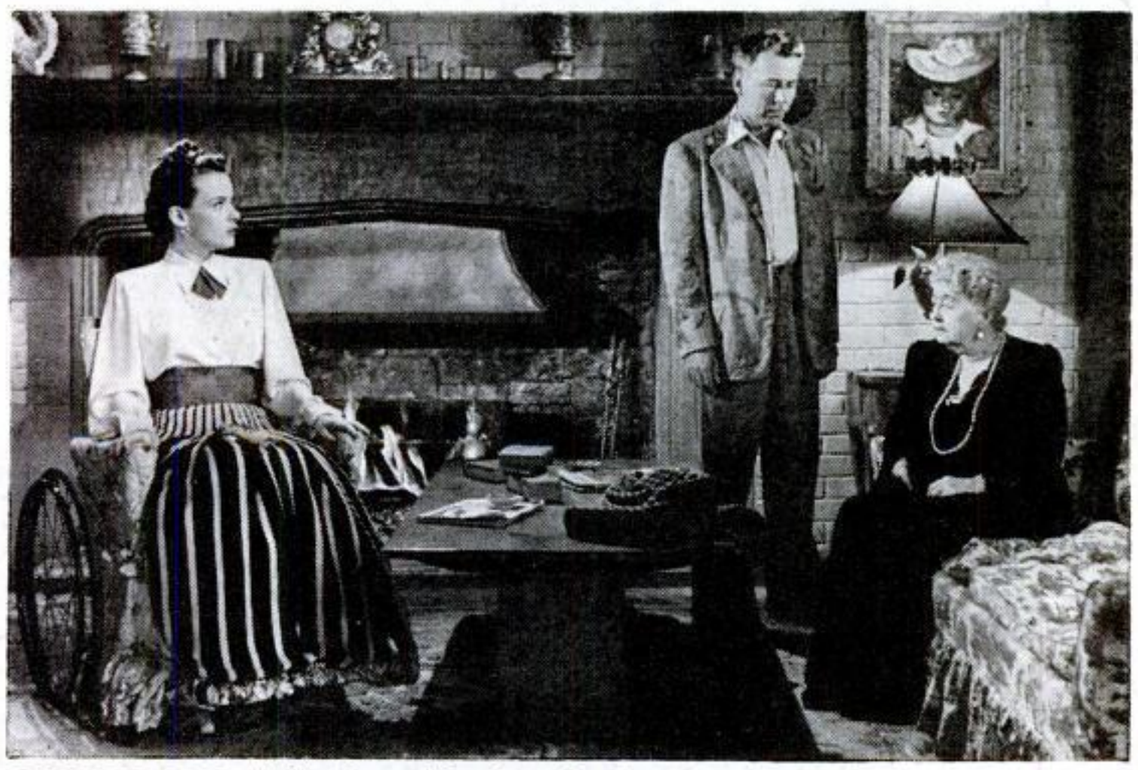


PARALYZED FROM THE WAIST DOWN, SUSAN PETERS LIES PRONE ON A HOSPITAL CART FROM WHICH SHE WRITES, TELEPHONES, LOOKS AFTER HOUSEHOLD ACCOUNTS

A CRIPPLED STAR ACTS

Accident victim Susan Peters makes a film comeback

Two and a half years ago promising young Actress Susan Peters accidentally shot herself on a hunting trip. The bullet smashed into her spine, severing the nerve channels and causing complete and hopeless paralysis below the injury. Today still unable to move the lower half of her body, she gets around in a wheel chair or a specially constructed rolling table (*above*). Since the accident she has been stubbornly trying to resume her movie career, finally was rewarded this year by Columbia with the leading role of a chair-ridden wife (*right*) who selfishly wreaks emotional troubles on her family. Miss Peters' own family life, with husband Richard Quine and their 15-month-old adopted son Timothy, is in contrast happy and normal. Although it is a little early to rank Miss Peters with Bernhardt, she has, like the illustrious Sarah who continued to star in stage roles after a leg amputation, proved her courage and talent. For news of other movie stalwarts, see the following pages.

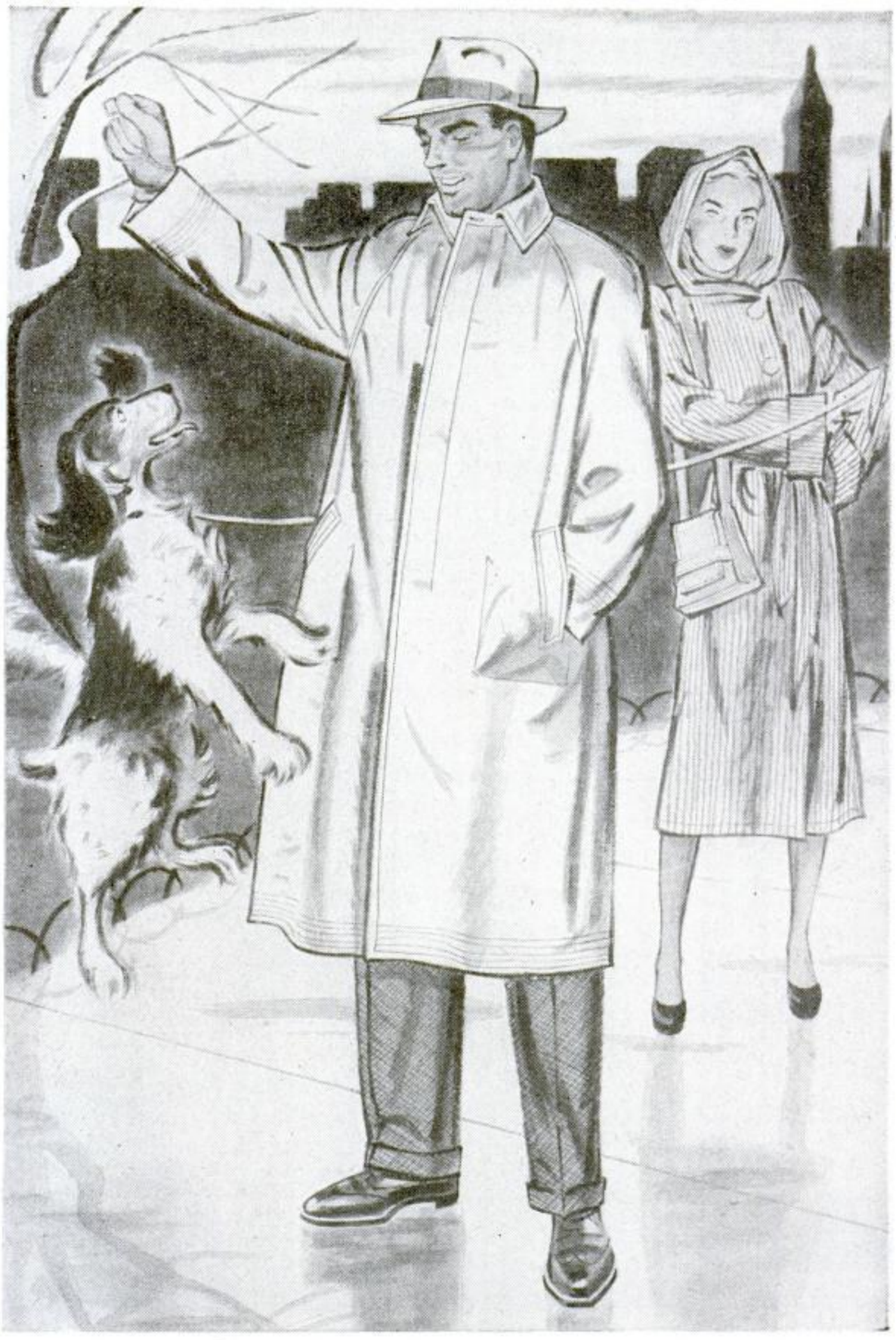


ON THE SET of *The Sign of the Ram*, her first picture since her accident, Susan Peters plays the role of a crippled wife, with Alexander Knox and Dame May Whitty.

CONTINUED ON NEXT PAGE

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Get Topcoat Smartness
Plus Showerproof Protection



Rain Topcoats Do Double Duty

In Remarkable New Fabrics That Retain Their Smart Appearance For the Long Life of the Garment

There's a new development in rainwear that preserves a man's smartly-dressed look in and out of showers—the Rain Topcoat by Rainfair.

Made from the finest quality showerproofed fabrics with tailoring usually found only in expensive topcoats. Thousands call these double duty coats the most practical garment in their wardrobe.

Style features include smooth fitting raglan shoulders, fly front, collar shaped to neckline, deep yoke and sleeve lining of lustrous rayon and slash pockets which permit easy access to your inner clothing.

See these double-duty Rain Topcoats at your nearest Rainfair dealer.

ZIPRAIN (*as illustrated*)—English drape model with full sweep. Fine combed yarn, mercerized gabardine, fly front with slide fastener. Colors: Bleached bone or light olive—**$15.75.**

GRAFTON—a typical topcoat style, of fine quality combed yarn mercerized gabardine. Button fly front. Colors: Light olive or taupe—**$14.50.**

NEW FREE BOOKLET illustrates popular Rainfair styles. Write for it . . . and for the name of your nearest dealer . . . today!

RA1NFA1R
Racine, Wisconsin
Makers of Smartair Sportswear
Also manufacturers of Rainfair Vulcanized Work-Wear

V-SEALD—A 100% waterproof Rainfair—$8.75. Made from a light service weight war-developed fabric which contains no rubber or oil. Guaranteed not to stick, stiffen or crack. Resists oil, greases, acids, stains. Cleans with a damp cloth. Can be rolled or folded. Stays soft and flexible indefinitely.



NINA LUNN AND HER MOTHER TAKE IT EASY IN THEIR HOLLYWOOD HOME

SENATOR'S "GRANDDAUGHTER"

Hollywood and Washington don't mix, most newspaper readers decided after following the sensational Howard Hughes investigation. But the eye-filling ex-debutante above is flying in the face of this dictum. She is Nina Lunn, born and reared in Washington in the midst of gilt-edged congressional society, now launched on a film career. Her Hollywood duties include supplying advice on Washington dress and manners for a political comedy somewhat injudiciously titled *The Senator Was Indiscreet*. She also has a small bit in the picture. Miss Lunn's qualifications for the job stem from her position as granddaughter of Maine's superdiscreet senior senator, Wallace H. White Jr. (*right*), an item which press agents have widely heralded. Indeed, as a child in Senator White's home, she received many a pat on the head from political bigwigs, even has a picture of Calvin Coolidge inscribed to her (*far right*). But, unfortunately, her "granddaughter" distinction weakens on close inspection, for her grandmother married Senator White after a previous marriage had already produced Miss Lunn's mother.

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MRS. LUNN IS HOLDING A BOOK SHE WROTE ON HORMONES AND CHARM



SENATOR WHITE, Nina's step-grandfather, leads Senate majority.



PRIZE ASSET of Miss Lunn is autographed picture of Calvin Coolidge.

CONTINUED ON NEXT PAGE

Are you trying to tell me All tissues aren't KLEENEX?



Oscar Barchak



Homer, how can a mind like yours get so confused? — chided my wife. I've *always* told you Kleenex* and ordinary tissues aren't the same! Why, even the Kleenex *box* is different. It *serves up* tissues — saves time and trouble. I'm tired of fumbling for ordinary tissues! I want *Kleenex* — there's no other like it!



PreCISELY! echoed Dean Doolittle. My dear colleague, Kleenex is *one species* of tissue — not a term for tissues as a group! Indeed, I have found the softness of Kleenex quite unique. Most soothing for that (ahem!) sniffling condition which accompanies the common cold. In short, there is *only one* Kleenex!



Brain Boy, you're slipping! my sister admonished me. I'm a teacher, too, but in *my* book — Kleenex means just one brand of tissues. Nice, *soft* tissues — to remove my face cream *gently!* But do you remember to ask for *Kleenex*? You only mumble "tissues." As if my *skin* wouldn't know the difference!



Why be a guesser, Professor? said my nephew. Just hold this Kleenex tissue to a light. See any lumps, or weak spots? Ixnay! You see Kleenex *quality* smilin' through — always the same — so you're sure Kleenex *must* be a softie, but tough enough for any Joe Blow! Your *eyes* tell you there's *only one* Kleenex!

Lucky I learned...*There is only one KLEENEX*

AMERICA'S FAVORITE TISSUE





*T. M. REG. U. S. PAT. OFF.

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THE PORTABLE HEATER THAT'S COMPLETELY SAFE!



Model PJ-13
Portable Heater
110 Volt, AC

ONLY **ELECTROMODE** HAS THE SAFETY-GRID AND GIVES YOU ALL THESE FEATURES

SAFETY—Cast-aluminum Safety-Grid heating element has no exposed hot wires or glowing coils.

DURABILITY—Made for long, trouble-free service. Guaranteed.

CLEANLINESS—Electromode heat is clean, odorless, smokeless—always healthful.

PORTABILITY—Easily carried from room to room.

NO OVERHEATING—Case and handle stay cool! Safety switch prevents overheating.

CONTROLLED HEAT—Warmth is distributed evenly for maximum comfort.

TWO-WAY USEFULNESS—Fan may be used without heat for cool air circulation.

QUIET OPERATION—Fan and motor operate quietly. No radio interference.

EVEN a child's prying fingers are safe with this electric heater. For Electromode, and *only* Electromode, has the Safety-Grid—a patented, cast-aluminum heating element that eliminates all danger of fire, shock or burn, *because it has no exposed hot wires or glowing coils!*

There's no other Portable like it! So sturdy a 200-pound man can sit or stand on it . . . yet so light you can lift it with one finger! Perfect for giving extra warmth to chilly or drafty rooms. Draws cold air in, then quietly circulates warmed air throughout the room. Approved by Underwriters' Laboratories. See it at your dealer's. $29.50 plus tax.*



BILT-IN SMALL-ROOM HEATER

The answer to small room comfort! Easily and inexpensively installed in the wall, it gives quick, circulated warmth. Attractive, durable, white baked-on enamel finish. Model WJ-13 for 110 volt, AC (illustrated), $29.50 plus tax and installation.*

There are other Electromode Bilt-in-Wall Electric Heaters for any room in your home or office, and larger units for industrial and special-purpose uses.

GET THIS NEW BOOKLET, "Plan for Perfect Heating," at your dealer's. Or write us, Dept. L-97, enclosing 10c in coin or stamps for postage-handling.



ELECTROMODE *Room Heaters*

** Slightly Higher in West.*

ELECTROMODE CORPORATION • 45 Crouch Street, Rochester 3, N. Y.

World's Leading Exclusive Manufacturer of All-Electric Heaters



ARRIVING IN ENGLAND, GRETA GARBO STALKS STOICALLY DOWN THE DOCK

GARBO FINDS LIFE IS TERRIBLE

Wearing a wide-brimmed hat and her familiar public scowl (*above*), Greta Garbo caused much speculation by turning up unexpectedly in England. Before enplaning for Paris, where it is rumored she may do a film on the life of George Sand, Garbo left reporters with a world-weary comment. Said she, "This is a terrible life being a film actress."

CONTINUED ON PAGE 95

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Striped Chambray or Convertible Collar, both with French cuffs, about $6 • Button-Back Chrysanthemum Print, about $5

That tang in the Air

IS A TEXTRON BLOUSE THAT WILL WEAR AND WEAR

Now Textron picks chrysanthemum colors to bring new spice to blouses.

Textron uses its finest fabrics, cuts for perfect fit, finishes the seams, places the shoulder pads precisely.

Choose a Sanforized chambray with white bird's-eye pique collar and cuffs—

black, green or wine woven stripes. Or a classic in green, rose beige, blue Heaven, frost mauve or white.

Or the striking flower print in gold-and-gray, purple-and-beige, pink-and-aqua . . .

finest washable rayon. Sizes 32 to 38 at leading stores throughout the country.

TEXTRON INC., Textron Building, 401 Fifth Avenue, New York 16, N. Y.

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LINGERIE • HOSTESS COATS • MENSWEAR • HOME FASHIONS • BLOUSES

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· CHARITY TEA ·

The high quality you expect from Naturalizers...the outstanding shoe values at common-sense prices... Naturalizer Division, Brown Shoe Company, St. Louis.

7.95 to 9.95

The shoe with the beautiful fit *

* looks good from any angle

Naturalizer ®

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BETTY GRABLE SHOWS HER TALENTS IN 1947'S "MOTHER WORE TIGHTS"

GRABLE GRABS THE GREENBACKS

Betty Grable, whose most widely advertised movie talents are her legs, turned out to be the highest-paid female of 1945. Her $208,000 salary, listed last week in a U.S. Treasury report, far exceeded that of her band-leading husband, Harry James ($112,000), and even that of Bing Crosby ($175,000) and Henry Ford II ($140,000). But it was less than half the $568,000 paid to Movie Executive Charles Skouras, No. 1 on the list. For this agreeable sum (which taxes shrank to an approximate $45,000) Miss Grable was forced to perform in only two movies: the mediocre *Dolly Sisters* and a highly profitable bore called *Diamond Horseshoe.*

GENUINE REGISTERED
Keepsake
DIAMOND RINGS
Trade Mark Registered



Never a Love so True.....
Never a Ring so Cherished

For you . . . the finest, a genuine registered Keepsake Diamond Ring. Only one diamond in hundreds meets the exacting standards of quality which distinguish every Keepsake Diamond. Identify Keepsake by the name in the ring, and the words "guaranteed registered perfect gem" on the tag . . . as illustrated. Let comparison prove that a Keepsake gives you higher quality and greater value than an ordinary ring of the same price. Better jewelers are Keepsake Jewelers. Prices from $100 to $5,000.

A. SHIRLEY Set 129.75
Engagement Ring 100.00

B. CASTLE Set 262.50
Engagement Ring 175.00

C. LADY DIANA 350.00
Engagement Ring 225.00
Also $350 and 500

D. HEATHER Set 362.50
Engagement Ring 350.00
Also $100 to 2475 and
in platinum $300 to 3450

E. WELLESLEY Set 550.00
Engagement Ring 450.00
Also $600 and 750

All rings illustrated available in white as well as natural gold
Rings enlarged to show details
Prices include Federal tax

Look for the name "Keepsake" in the ring, and require the Keepsake Certificate of Guarantee and Registration.



KEEPSAKE DIAMOND RINGS, A. H. Pond Co., Inc.
120 E. Washington, Syracuse 2, New York

Please send the useful 20-page book, "The Etiquette of the Engagement and Wedding" . . . a complete guide to social correctness in planning the betrothal and wedding events . . . with illustrations and prices of Keepsake Rings and the name of the nearest Keepsake Jeweler. I enclose 10c to cover mailing.

Name.....

Street and No.....

L 9-8-47

City.....

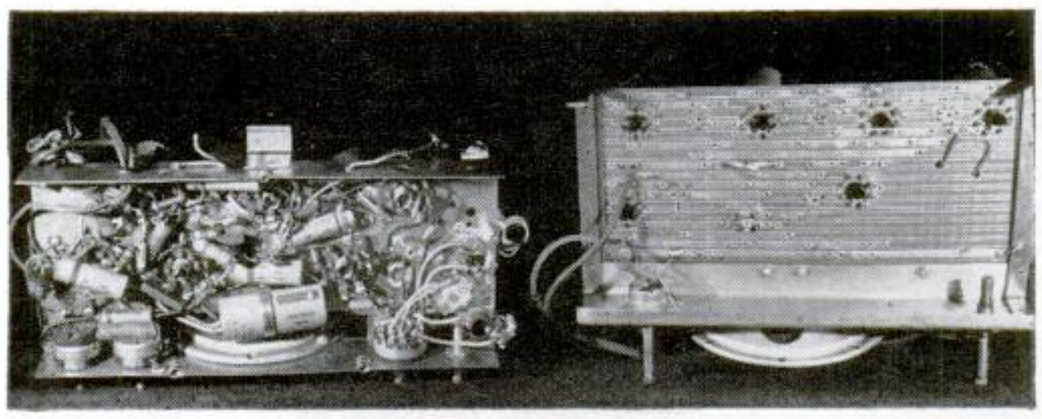
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THE FOOT OF A 180-POUNDER MASHES A NEW RADIO WHICH, DESPITE ITS CRUSHED TUBES, SPEAKER AND "COMPONENTS," IS ALMOST INSTANTLY REPAIRABLE

REPAIR-IT-YOURSELF RADIO

The radio in the picture above is, temporarily, a total loss. But not for long. Ten minutes after it was thus ruthlessly stamped on, it was again playing perfectly. Had it been a conventional radio, several days' work costing two or three times the instrument's original purchase price would have been required to restore it to operation. This radio was quickly repaired because it has almost no wire connections and all its parts are replaceable simply by plugging new ones into the plastic chassis after faulty parts have been removed.

Called the Cosmo Compo, the set is based on a new construction principle. All of the many small and intricate parts which clutter the undersides of ordinary radios (*right*) have been built into six subassemblies, or "components," which are sealed in metal cylinders (*p. 98*). These components, the speaker and tuning condenser plug into the chassis like standard vacuum tubes, which the set, of course, also uses. There are no soldered wire connections between them and the tube sockets, condensers and other parts because the current is carried by metal tapes stamped on the plastic chassis.

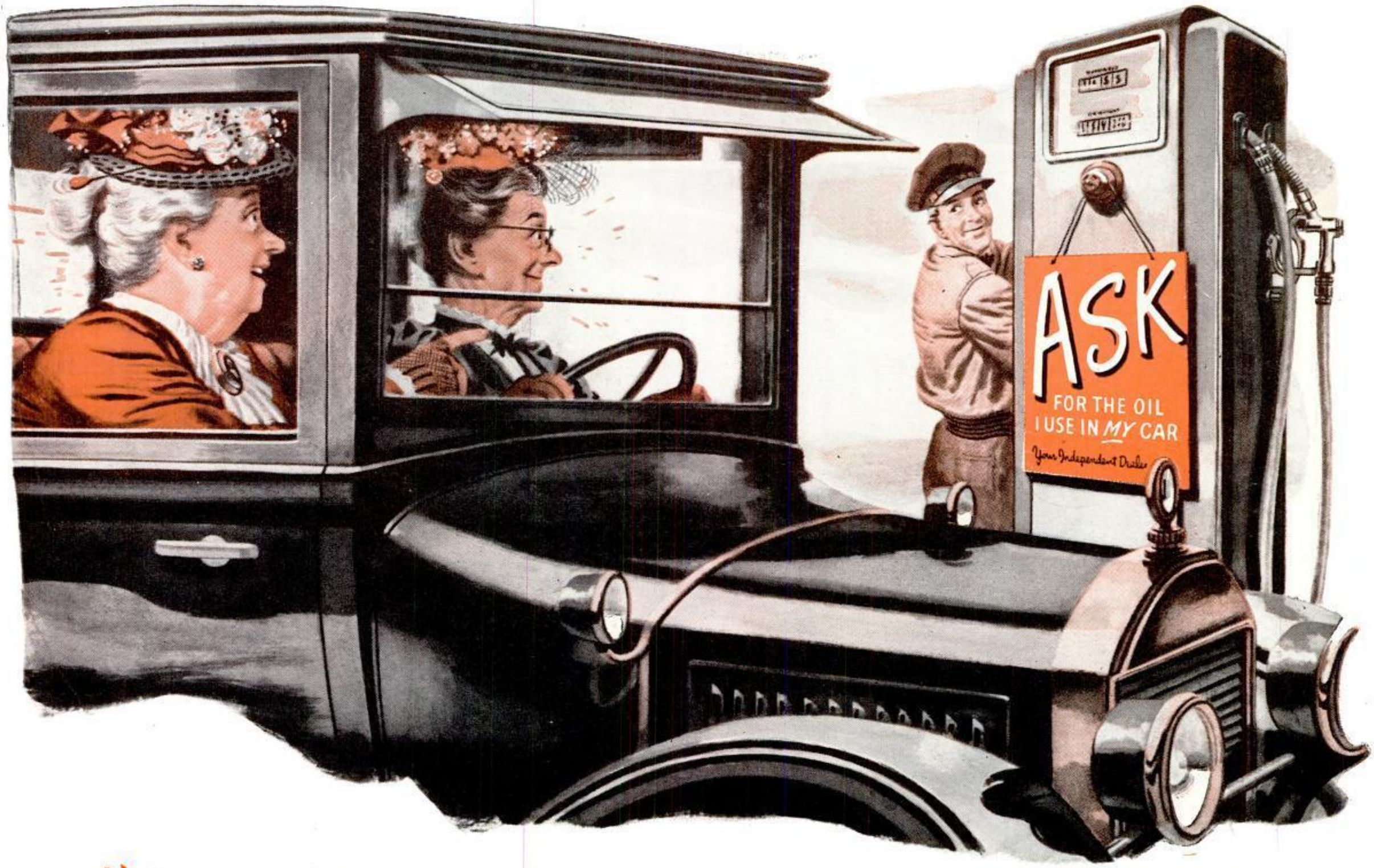


MAZE OF WIRE AND SMALL PARTS makes base of a conventional radio (*left*) a jungle. New set's base (*right*) has only metal tapes and components' tips.

The new radio's debut on the market this month will be watched with interest by the manufacturers of other low-priced radios. It will also be watched with dismay by those radio repairmen who have relied on the customer's ignorance of electronics to foist huge repair bills on him. With this new radio the customer can become his own repairman. He can take his disabled set to a store, interchange its components with new ones until he locates the trouble source himself, then pay a modest $1.85 for a new component, tube or speaker.

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"All right, Jenny—let's ask the man"

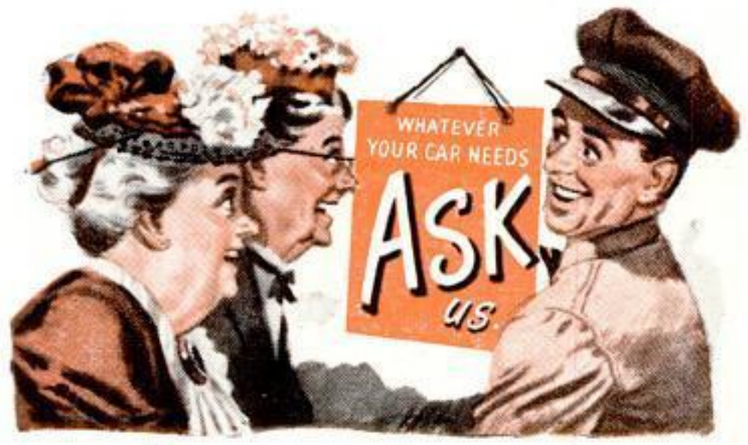
"After all, Jenny, what do we know about oil? Maybe this young man will be good enough to advise us. He must sell lots of oil."

You said a crankcase full, Aunt Sally. These independent dealers* carry several brands... *good* brands. But when you ask for the oil they use in their own cars, thousands upon thousands of these dealers* give the nod to Macmillan Ring-Free.



Why? Macmillan is different. It's refined by an exclusive, patented process... guaranteed to *clean as it lubricates.*

So follow the lead of these experts*. They know Macmillan keeps new cars, old cars running smoother, longer. Make yours Macmillan. It's the oil that gives your car a better, more economical run for your money.



ASK the men who sell Macmillan. They're experts. They'll put you right on everything your car needs...from tires & tubes to fanbelts & batteries. They're glad to have you ***ask!***

Throughout the nation, 1000's UPON 1000's of these dealers* say:

"I USE MACMILLAN OIL IN MY CAR!"

*INDEPENDENT DEALERS: *Experts—mechanics, garage men and service station operators. Each handles several brands of good oil including Macmillan.*

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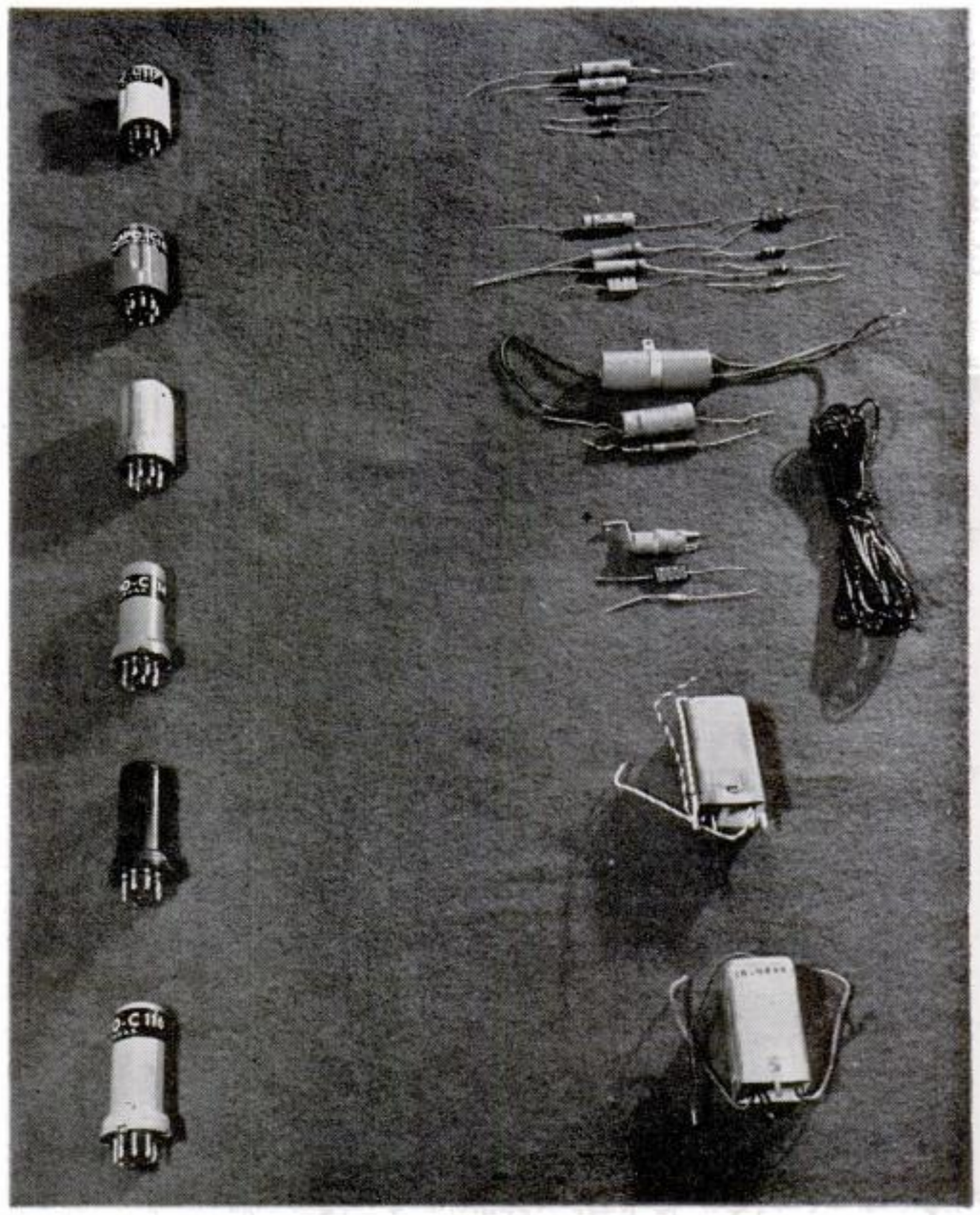


fresh from fragrant forests

Wrisley

pine Bath Superbe Soap

huge, free-spirited, handsome
cakes of mild, rich bath soap



THE SIX COMPONENTS of new radio (*left*) are shown with corresponding 21 parts of a conventional radio and 6 feet of wire (*right*) which they eliminate.

WAR WASTE INSPIRED INVENTION

Inventor Roberto Brenta (*below*) got the idea for his new radio as a Navy radioman on Guam. There, seeing fortunes in electronic equipment junked for lack of technicians sufficiently skilled to repair it, he conceived the idea of components. He is sure the principle can be adapted to television sets, phonographs and other electronic devices and that it can sharply reduce the annual U.S. $200 million radio-repair bill.



INVENTOR ROBERTO BRENTA fixes one of his new sets. Cabinet is at left. Behind him regular repairman works, surrounded by complex equipment.

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For the Record...

Classical compositions may or may not impress you as the world's "best" music...

Only you can say. For the enjoyment of music is a *personal* experience—and dependent on personal *tastes.*

So, too, is the enjoyment of fine whiskey—possibly that's why Hunter's surprisingly *different* flavor may not suit your taste. But you should try it. For thousands of men who have tried it once, have found it instantly suited to their taste—and today prefer it to all others.

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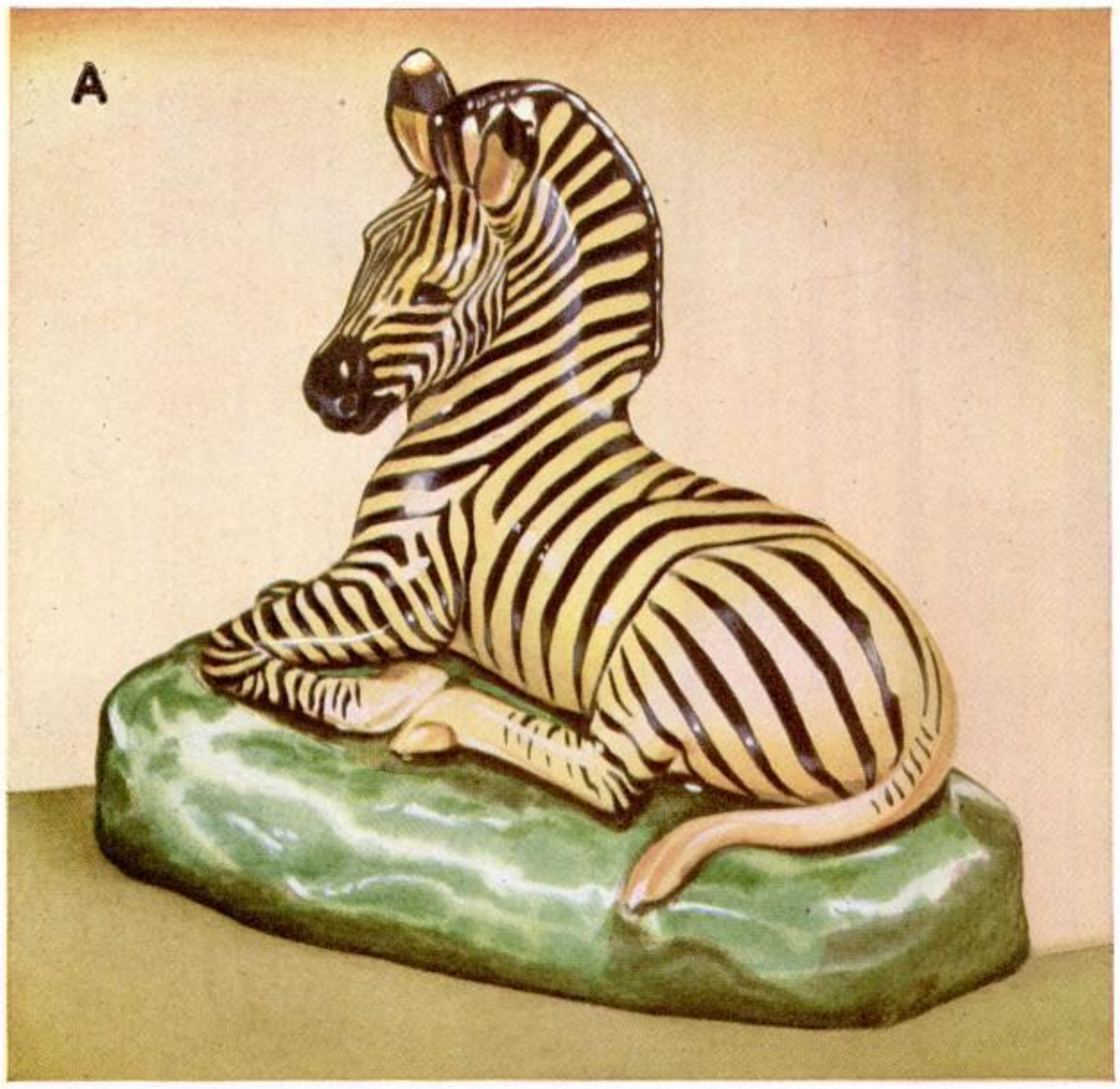


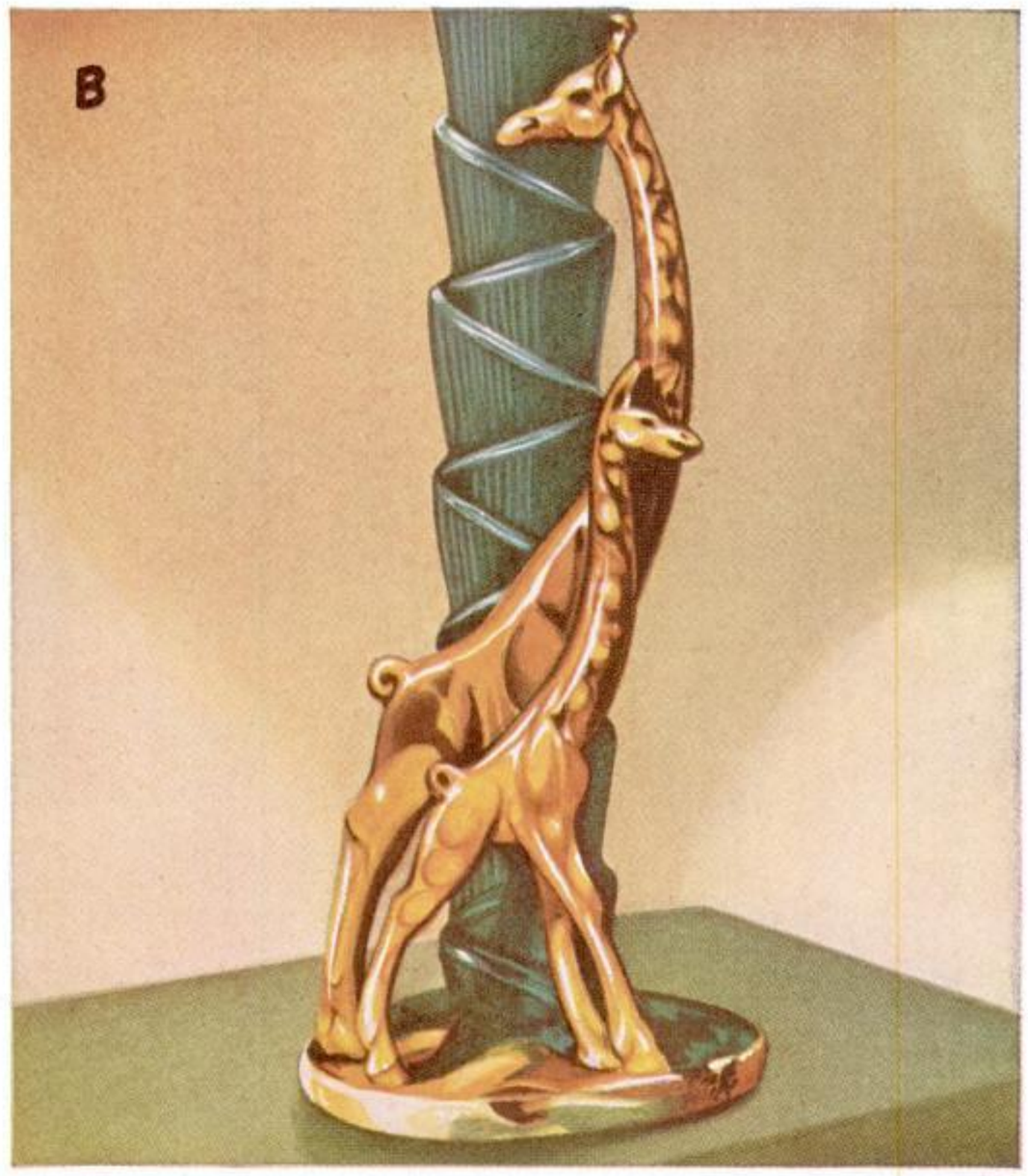
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How Good Is Your Taste?

Will you have the zebra or the giraffes? Of course, you have an even chance of guessing which is in good taste. But we suggest that you study these ceramics carefully. Take your choice. And then turn this page upside down and see if you agree with the experts.





The zebra is by a well-known sculptor. The giraffes are things to be put away and collected seventy-five years from now as "awfully quaint examples of naive 1940 lamp bases." We got this from "How Good Is Your Taste?", by Sanford E. Gerard, Doubleday, $3.00.

The Answer is Easy!

● It's difficult for most of us to pick the choice of art experts, but the answer is easy when it's a question of the chewing gum preferred to all others. For, of course, the discriminating choice is Teaberry! Mountain-grown teaberry with that bracing, deliciously different flavor. Cool . . . juicy . . . refreshing! And this matchless flavor comes to you in gum of smoother, finer quality for your supreme enjoyment. Accept its invitation to your good taste!

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"MOONLIGHT," NOW OWNED BY THE BROOKLYN MUSEUM, IS ONE OF THE MELANCHOLY NOCTURNES BLAKELOCK LOVED TO PAINT

Neglected Genius

HIS ART BROUGHT BLAKELOCK POVERTY AND MADNESS

Ralph Albert Blakelock, the tragic American artist who painted the scene above, spent the major part of his life in poverty, vainly trying to make a living for his wife and nine children by turning out pictures of twilight worlds of stillness. Blakelock spent the latter years of his life in an insane asylum, where he imagined his paintings were worth fortunes. He died in 1919, by which time his crazy imaginings were beginning to come true. Pictures that he had sold for a few dollars began to sell for $15,000 and $20,000 each. Today his canvases are collectors' items and forgeries of them far outnumber the real works. This year, on the 100th anniversary of his birth, New York's Whitney Museum gave him a one-man show, an honor he had never enjoyed while he was alive.

Blakelock, son of a New York doctor, taught himself to paint. He painted a muted nocturnal world where no wind ever stirred the trees and where everything was serene and melancholy. Critics of the time favored literal, story-telling paintings and did not like Blakelock's work. Blakelock had to peddle his works to picture-framers, auction houses, junk dealers, friends. A frail and sensitive man, he became obsessed by his failure to sell his work.

The first breakdown came when he was 44. From then on Blakelock, who had always been very shy, began to wear multicolored sashes and an antique dagger, bedecked himself with gaudy beads and trinkets, grew a beard. Desperately in need of money for the birth of his ninth child, he tried to sell one of his largest and best canvases to a collector for $1,000. The collector offered him less than half, warned him that, if the offer were refused, it would be even less later. The artist failed to sell the picture elsewhere, returned to the collector who, true to his threat, offered him only $300. Blakelock sold him the picture, went out into the street and tore into bits the paper dollars he had just received. He was put into an asylum. There, in delusions of affluence, he wrote checks for millions of dollars, painted landscapes in the form of dollar bills. Tragedy turned on him again at the very end. When he was 72 his mind cleared, and the neglected genius lived just long enough to realize that the paintings he had sold for practically nothing were now worth thousands to their present owners.

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TOUGHEST CITY WEST OF SUEZ

POLICE FIGHT CRIME WAVE IN MARSEILLE

The police dog at right, sitting with his nose in a barroom and his tail in the gutter, is helping to keep the peace. The dog has been pressed into service by the *gardiens de la paix* (police) of Marseille because this Mediterranean seaport city is now fighting one of the worst crime waves in its long, vicious history.

As the second largest (pop. 636,000) city in France, Marseille has long handled a sizable slice of the country's seaborne commerce. As the toughest city west of Suez, Marseille has also accounted for a big share of the country's crime. Murderers, thieves and smugglers of a dozen nations inhabit Marseille's polyglot waterfront slums. Before the war they were kept at least superficially under control by the local police, but in 1944, when the German occupation forces retreated from the city, a band of thugs took advantage of the confusion to smash into the central police office and destroy all of Marseille's criminal records. In addition to the already established criminals who thus wiped their slates clean, the police have had to cope with a swarm of juvenile delinquents, who became accustomed to easy black-market money during the war and who now refuse the hard jobs of normal civilian life.

LIFE Photographer Anthony Linck was recently permitted to accompany Marseille's *gardiens* on some of their raids. As his pictures on these five pages show, the police have begun to employ modern tactics (*pp. 104-105*) and a new toughness (*pp. 106–107*), sharply different from the traditional *gardiens'* cynical attitude of *laissez faire*. They have cut the number of murders and attempted homicides from one a day in 1945 to one every three days in 1947, but robberies have increased so that one now occurs every two hours. Thus, while the average *marseillais* today has a better chance of living to see tomorrow's sunrise, he also has a better chance of waking up to find his wallet missing.



WHILE HIS MASTERS STAGE SURPRISE RAID ON A BARROOM, A FRENCH POLICE DOG GUARDS THE DOORWAY

CONTINUED ON NEXT PAGE

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FANGS BARED, POLICE DOG LUNGES AT LIFE'S PHOTOGRAPHER WHILE TRAINER WHISTLES TO CALL HIM OFF



AT A RENDEZVOUS ABOVE MARSEILLE, POLICE JEEPS

RAIDS AND

POLICE USE JEEPS AND DOGS

To fight the crime wave Marseille police have a small force of 2,200 uniformed patrolmen and 565 plain-clothesmen. They need more, but recruiting is now at a standstill because of lack of funds. To make up for this handicap new police weapons and procedures are being introduced as quickly as possible. The city now has a fleet of 10 radio vehicles, half of which are surplus American jeeps (*above*). Speedboats cruise the waterfront at night in an effort to stem the constant flow of illegal drugs from North Africa and the Orient. A unit of ferocious police dogs has been set up. These animals, highly respected by the underworld, help patrol the city at all hours. Automatic pistols and machine guns have augmented the night sticks and capes of prewar

ONE RAID MAKES A RICH HAUL



POLICE GET ORDERS from chief (*back to camera*) to comb Rue des Chapeliers, one of the city's worst slums.



TRAP IS SPRUNG when big police lorries block the narrow street and squads peel off to search the houses.



SUSPECT COUNTERFEITER (*center*) spits out answers while hard-boiled inspectors give him a going-over.

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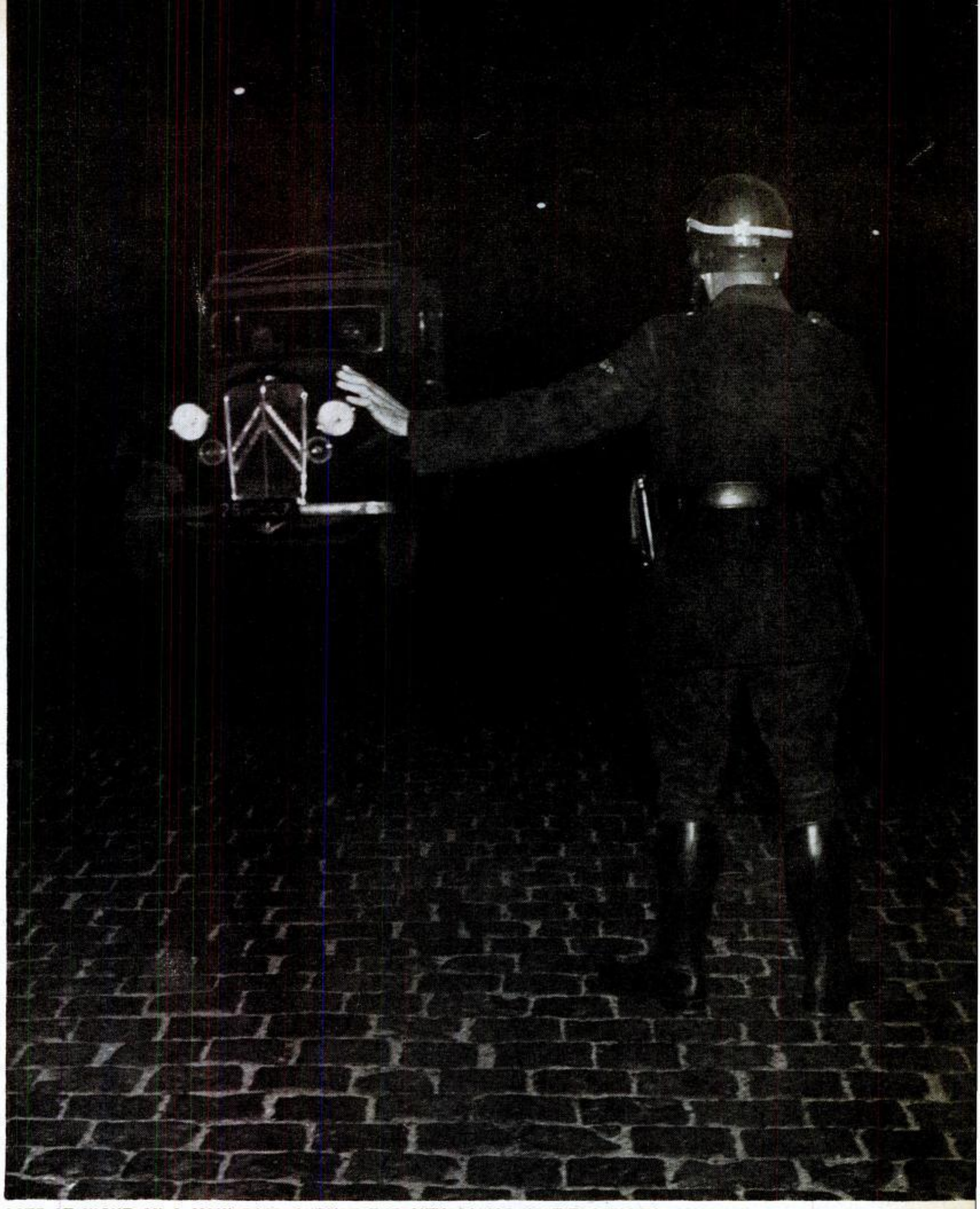
AWAIT RADIO CALL TO CONVERGE ON TROUBLE SPOT

ROAD BLOCKS

TO ROUND UP THE CRIMINALS

gardiens. New tactics borrowed from military-police manuals and U.S. police departments include large-scale raids (*below*) and surprise road blocks (*right*), set up without warning on highways outside the city. In this way the police make spot checks for black-market goods, drugs and known criminals.

These innovations protect Marseille citizens who keep to main streets and stay home at night. But there are still some areas which even police hesitate to enter except in full force. Marseille thugs have been entrenched in these slums since the days of Julius Caesar. They survived sieges by the Goths, Saracens and Normans. They withstood heavy shelling by German troops during the war. Even the newest tactics are not likely to dislodge them now.



LATE AT NIGHT ON A MAIN ROAD OUTSIDE THE CITY, POLICE HALT TRAFFIC TO MAKE A SURPRISE SEARCH



DOPE-SMUGGLER, fresh from Indo-China with a supply of cocaine, submits limply while police search him.



BLACK-MARKET SUSPECTS (*left*) stand by sullenly while a raiding police team looks through their papers.



SUSPECT GUN-RUNNER, in whose house cache of arms was found, sits for rogues'-gallery portrait in jail.

CONTINUED ON NEXT PAGE

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IN A BARROOM nervous male customers raise their hands while plain-clothes police carry out raid. Women, afraid of being arrested themselves, keep up their game of cards and try to pretend nothing unusual is going on.



IN JAIL, LADY SUSPECT SWOONS IN ARMS OF POLICE

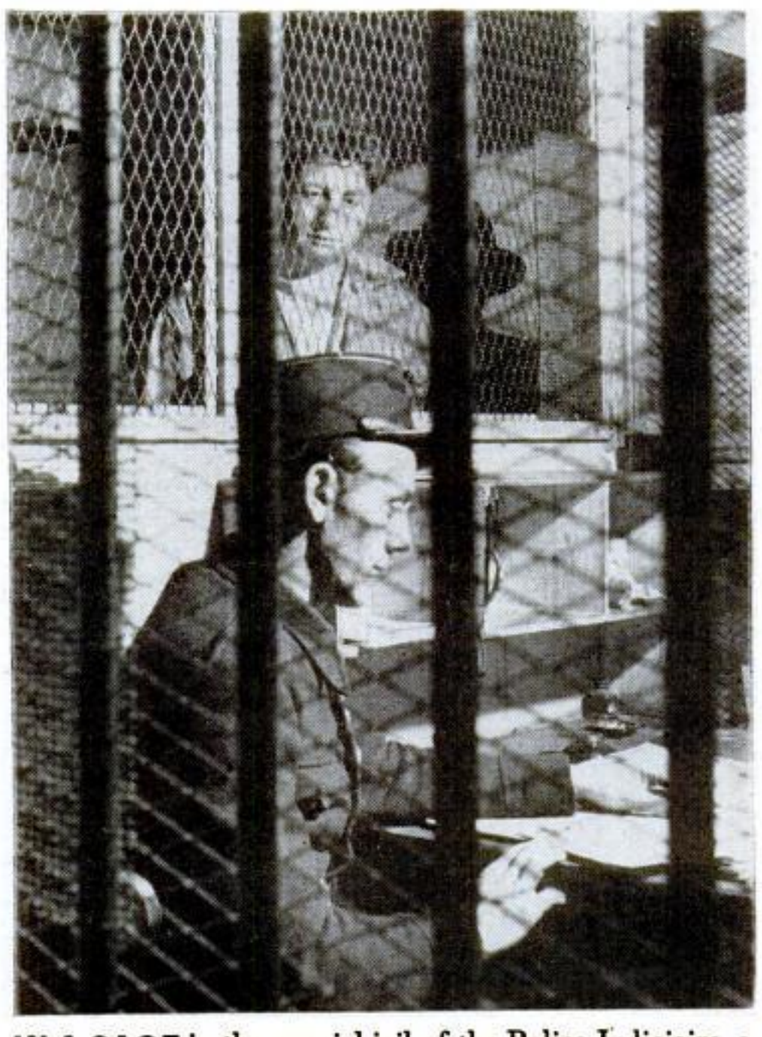
TOUGH COPS

THE PLAIN-CLOTHES POLICE HANDLE STRONG-ARM DETAIL

The toughest police in Marseille are the 180 members of the plain-clothes Police Judiciaire, who are equipped with arms and by temperament to deal with the underworld on its own terms. They handle the city's most dangerous cases and prepare evidence for the criminal courts, acting under orders to forget about the hallowed French law which forbids a policeman to use violence except in legitimate defense. Although they frequently swoop down in force on a suspected underworld hangout (*left, top*) and cart away its protesting occupants in a paddy wagon (*left, bottom*) merely to keep Marseille's prostitutes and gangsters from growing complacent, the plain-clothesmen devote most of their time to hunting larger game. In their special jail (*below*) they are hosts to many of the most vicious thugs in France. These thugs soon find out, like the unhappy thief shown on the opposite page, that when the Police Judiciaire ask a question, it pays to be polite and talkative.



IN A PADDY WAGON quarrelsome prostitutes loudly protest against being bundled off to jail. Legal prostitution was abolished in France last year, thus creating an additional enforcement problem for the Marseille police.



IN A CAGE in the special jail of the Police Judiciaire, a wistful prisoner tries to chat with the hard-boiled warden.

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WHEN A CAPTURED THIEF REFUSES TO TALK,
POLICE MOVE IN TO NUDGE HIM UNDER NOSE

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THE DRINKING SPREE was an unscheduled prelude to the race to determine "the fastest runner in Raintree County." Cash Carney (*left background*) seemed worried when his usually temperate protégé, Johnny, hurtled a table, but Flash's manager, Garwood Jones (*lower left*), was undisturbed when his bibulous entrant swung from a chandelier.

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THE GREAT FOOTRACE



An excerpt from "Raintree County" by Ross Lockridge Jr.

Young Johnny was sure he could win — until the liquor mixed up the odds

In LIFE last week John Chamberlain pointed out that the current crop of American novels is generally poor. LIFE takes pleasure in presenting on these pages an exception to that rule. "The Great Footrace" is an episode from a first novel entitled *Raintree County*, by a 33-year-old Indiana English teacher named Ross Lockridge Jr. It will be published this winter by Houghton Mifflin. *Raintree County's* hero, John Wickliff Shawnessy, fights through the Civil War, witnesses the Philadelphia Centennial and the Great Strike of 1877. Author Lockridge, with a true ear for Hoosier dialog and a deep feeling for the times, has captured the spirit of 19th Century America.

JOHNNY had been looking at his reflection in the plateglass window. He was 20 years old and had gained a good deal of weight in the last year. He was six feet tall. His hair was dark and wavy and shot with red. His face had lost its pimply, boyish look. He had on a new suit bought especially for the Graduation Exercises at the Academy. His legs in the tight pants were lithe and long. The knobs of his new shoes shone. A bowtie was poised on his throat like an irrelevant butterfly. It had been two years since anyone had beat Johnny Shawnessy in a race, and his friends had been encouraging him to try his speed against Flash Perkins, Raintree County's most famous athlete, in the annual Fourth of July Footrace.

This day, a Saturday, he had come into town to get his picture taken. The Graduation Exercises were only two weeks away, and the graduates had all agreed to exchange images of each other in the *carte de visite* size.

A hoarse high voice suddenly stung Johnny like a slap in the face.

—Here's the boy now! it shouted.

Advancing up the street, the first of a throng, came Flash Perkins, Raintree County's greatest athlete.

By this time whenever Flash Perkins walked through the Square, small boys followed at a reverent distance pointing. He was generally in the middle of a gang of secondrate imitators who enjoyed moving in the reflected glory of the man who could outrun, outdrink, outfight, outlove and outcuss any other man in the County.

It seemed to Johnny that if anyone had found the secret of pure expression, it was Flash Perkins. Everything Flash did was sheer affirmation. He never analyzed, worried, debated. He fought, worked, drank, and talked with the same sublime physical gusto. Johnny had never seen Flash angry. Flash never took the trouble. His motto was, Hit fust and argeefy after. He was a born clown and played to every crowd like a gallery. His blue eyes were those of an excited child, and one had the feeling that if a single moment of tranquillity were to set in, they would become naïve and baffled. He acted always from sheer impulse, but his impulses were predictable, for he had a code.

It was because of this code that everyone in Raintree County, including Johnny Shawnessy, understood and, after a fashion, adulated Flash Perkins. It was the code of the early Hoosier, the backwoodsman or river man, a type already becoming extinct in Indiana. The code of Flash Perkins was the code of a people who had become great fighters and talkers in a wilderness where there was not much else a man could do for diversion except fight and talk. It was the code of the tellers of tall tales who tried to live up to their tales. It was the code of a competitive people, who had fought the Indian and a still greater antagonist, the wilderness itself, the stubborn, root-filled pioneer earth, the beautiful and deadly river, the sheer space of the West. It was the code of breezy, cocky men, who had no fear in heaven or earth they would admit to. The code involved never hitting a man who was down, never turning down a drink, never refusing to take a dare, never backing out of a fight—except with a woman. The code involved contempt for city folks, redskins, varmints of all kinds, atheists, scholars, aristocrats, and the enemies of the United States of America.

Actually, every Raintree County man had a little of the code in him. It was simply the Code of the West, and though the West had already passed over Raintree County and left it far behind, nevertheless the County had once been and would always be a part of the West.

Now as Flash Perkins walked toward the Saloon, chest thrust out, arms swung wide from his hips, feet flung strongly forward, teeth bared in the insolent smile that always preceded the fight, the tall tale, or the dare, Johnny Shawnessy realized that he had arrived at one of the mythical encounters of his life. He had always known that one day he would stand chest to chest with Flash Perkins in the Court House Square, and Flash would suddenly take notice of him. For years he had watched Flash win the applause of the County by swiftness and strength. He, too, Johnny Shawnessy, a child of the word and the dream, had always secretly intended to excel as an athlete. Only so, he felt, did one wholly win the applause of Raintree County and its most beautiful women.

For Johnny Shawnessy too had the West in him, the amiably pugnacious West, where a man meant to be first if he could in everything—from shucking corn to catching the loveliest girl. And because of his great speed of foot, Johnny Shawnessy had long had a special vision of achievement. One day in the Court House Square he would defeat Flash Perkins, and a beautiful girl would fit the crown of bays on his own sun-colored locks.

—Are you Jack Shawnessy? Flash said, coming up and standing hands on hips and feet wide apart.

Johnny continued to lean against the plateglass window with a pretense of unconcern. No one had ever called him Jack before.

—I might be, he said. Who wants to know?

—Hear that, boys? Flash said to his crowd. Shall I tell this here kid who I am?

—Go on and tell 'im, Flash.

—Son, Flash said, it gives me great and pecoolyar satisfaction and gratifaction to interduce to you and this handsome and intellygent company that emminunt gentleman, Mister Orville—better known as Flash—Perkins, the fastest runner in Raintree County.

—Never heard of him, Johnny said. Who is he?

—Son, Flash said, I'm the originiffical yellin' Yahoo from the banks of Clay Crick. I'm half horse and half alligator, and rastle bulls in my spare time. I've smashed more skulls, drank more corn pisen, and raped more virgins than any other janejumper on the phiz of the arth. I can run like a horse, fight like a barl of wildcats, yell like a skun cattymount, and make love like a bull. I chaw little boys like you up with my terbaccer and I spit holes in walls. Who're you?

—Son, Johnny said, I'm the cer-tee-fied, gen-u-ine, ripsnortin', ragtearin',

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THE GREAT FOOTRACE CONTINUED

ringtailed, headbustin' mankiller from the banks of the Shawmucky. I fight all the time exceptin' when I'm eatin', and I eat all the time exceptin' when I'm fightin'. I strangle bars with my bar hands fer a livin', I chaw wildcat tails instidder terbaccer, I've slept with ever widder under forty in the County and some of 'em twict, and I kin run like a colt with a redhot cob under his tail. I use minners like you to bait muh hook with when I go fishin'.

For answer, Flash Perkins jerked off coat and shirt. He threw his hat on the ground. It looked as though he was going to hit Johnny.

—Fight! Fight! someone yelled.

A big crowd had already gathered. But smiling all the time, Flash sat down on the sidewalk and pulled off his shoes.

—Come on, Jack, he said. No use waitin' till Fourth of July. I'll race you right now from here to the Baptist Church, or anywheres else you wanna run to.

—Make it the church, Johnny said.

He pulled off coat, tie, and shirt. He sat down on the ground and pulled off shoes and socks. Bare to the waist, he shoved through the crowd to Flash Perkins.

In the Saloon window, the reflections of two young men leaned slightly forward. The sun shone on the hard, broadshouldered body of Flash Perkins, who stood in stocking feet a trifle shorter



FALSE START weeks before the race was canceled by Carney (in derby) so he could make his bets. He had a plan to beat Flash.

than Johnny, shone on the shag of his brown hair, his curly beard, his smiling teeth, shone on the lean ribs and sinewy shoulders of Johnny Shawnessy, shone on his chestnut-colored hair.

—Sot us off, Fred, Flash said.

—Just a minute, Cash Carney said, stepping up. Put your duds on, John.

—What fer? Flash said.

—This boy ain't racing today, Cash said. He's under contract to me, and he don't race for any but big stakes.

—If he don't race me now, he's a yallerbellied coward.

—He's not racing, Cash said. That's final. You're afraid to run him regular and official, Perkins, because you're afraid of losing money.

—Get a hat! Flash Perkins yelled.

—Here's a hat! somebody yelled.

—I'll give 'im odds of two to one, Flash said.

—You just say that, Perkins, Cash said, because you know nobody'll bet you. If someone came along with a little hard coin, you'd try to weasel out of them odds, and you know it.

—Try me and see, Flash said.

Cash Carney reached in a back pocket and coolly took out a leather snap-purse. The crowd became reverently silent as Cash took five gold coins out of the purse and held them in the cup of his hand.

—Here's fifty dollars says you're a liar, Perkins, Cash said.

—I'll cover it, Flash said, or if I can't, my sidekicks will before the Fourth of July.

—I'll take some of that, myself, Garwood Jones said. Friendship is friendship, John, but a bet on Flash Perkins is a sure thing.

Johnny began to put on his clothes. He fixed his tie in the plate-glass window, where the suncreated images of the crowd mixed incessantly. The hard, high nasal talk rasped in his ears.

—I'll see you racetime, Jack, Flash said. I promise not to beat you more'n a city block.

Flash Perkins walked straight into the batwing doors of the Saloon without bothering to put out his hand. The doors slapped

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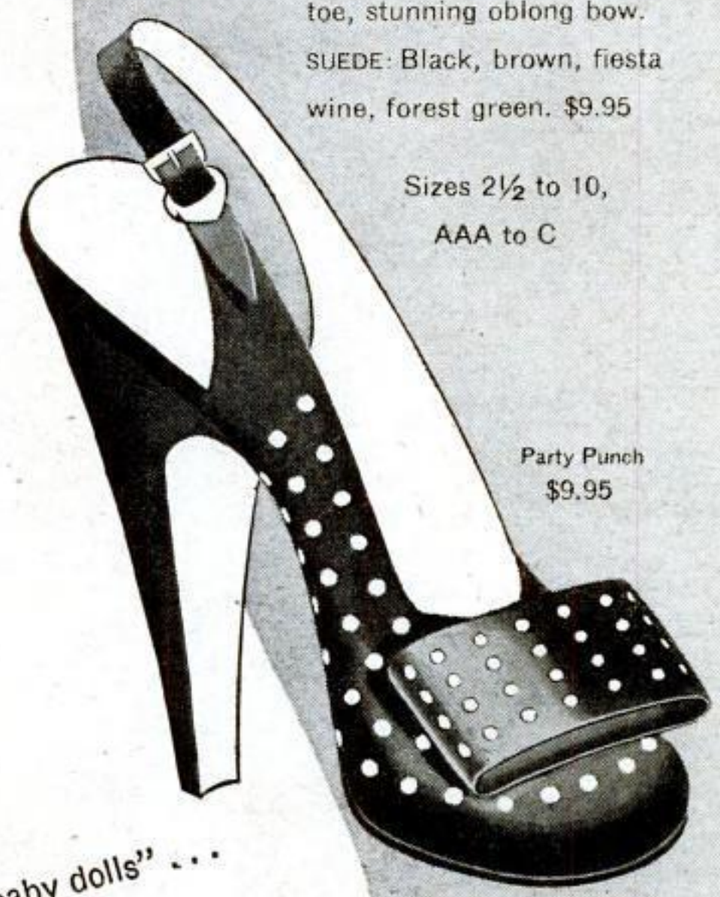
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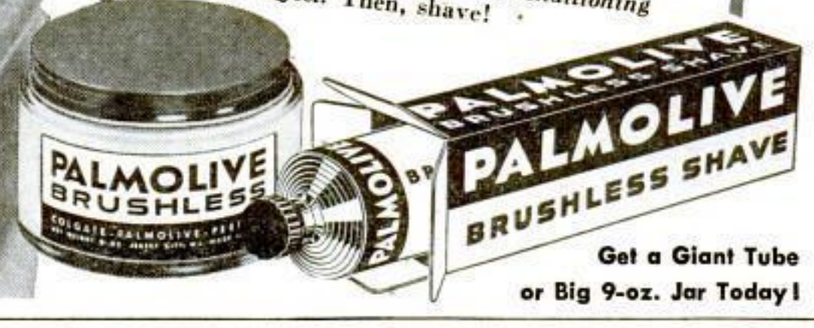
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THE GREAT FOOTRACE CONTINUED

back and forth. Johnny could hear the high, goodhumored voice yelling for a drink, the sound of obsequious laughter.

Cash Carney unlipped his cigar and tipped the ash. His eyes were soft and visionary.

—John, I got a plan, Cash said. If you could beat Flash, we could clean up the biggest pot a money ever bet in Raintree County. You remember the race two years ago when Flash was so drunk they practickly had to carry him to the starting line?

—He nearly got beat.

—By a secondrate runner too—a man you could whip with your legs tied in a potato sack.

—If Flash Perkins is drunk this Fourth, he's a gone goose, Johnny said. I think I can beat him sober, and I know I can beat him drunk.

The image of Johnny Shawnessy in the window stood with shoulders well back. The bowtie appeared just ready to wing its way off.

—I got a plan, Cash Carney said.

As always when he was dreaming up a good plan, his eyes became soft and Christlike.

—I got a sure-fire plan for getting Flash Perkins to the starting line pig-drunk. Listen to this: About an hour before racetime, you go and find Flash. He'll be here at the Saloon showing his muscles and bragging. You go up to him, and you say, Perkins, I've heard enough of your blow about how you can beat any man in Raintree County drunk or sober. I can beat you drinking or running. Now everybody knows Flash Perkins never turned down a dare in his life. He'll take you up in a second. You and he'll walk into the Saloon here and call for raw whiskey, the barkeep fills them up, and to the amazement of the crowd you drink with Perkins glass for glass.

—Don't forget, Johnny said, I'm a member of the Cold Water Army. I never touched a—

Brown eyes upcast, waving his cigar, Cash ignored the interruption.

—Meanwhile, I and some of the boys will have covered every Perkins bet we can get at odds of two to one. Come racetime, they'll carry Flash Perkins, the Pride of Raintree County, to the starting line, and you'll beat him all holler.

—Who'll carry *me* to the post, Johnny said. Besides, Poppa and Mamma would skin me alive if I did such a thing. I won't touch any alcoholic beverages.

—Who said anything about you touching any alcoholic beverages? Cash said. Suppose that the bartender pours colored water in your glass and straight stuff in Perkins'.

—He'd never do it.

—He *might* do it, Cash said, before he'd lose his job. If the Boss asked him to, he might.

—The Boss?

—I don't want it generly known, John, Cash said, tipping his ash, so keep it under your hat. But I own this joint now.

Johnny argued with Cash about it, but Cash pointed out that Johnny's father wouldn't have any kick coming if Johnny touched nothing but colored water, and it would be all in favor of the temperance movement if Flash beat himself by drink.

—Serve him right, Cash said. We'll take some of our winnings and put them into the next temperance drive.

The race to determine the fastest runner in Raintree County was set for eleven o'clock on the morning of the Fourth. Around nine o'clock, open-coated, long-legged, with a blue bowtie at his throat, Johnny Shawnessy walked through the Court House Square nodding to friends.

—Good luck, Johnny.

—Hope you beat, Johnny.

—I got a pig bet on you, Johnny.

—I'll do my best, folks.

In front of the Saloon, Cash Carney was waiting, leaning against the plateglass. He took off his derby and fanned himself with it, though there wasn't a trace of sweat on his elegant face, smelling of lotion. His hair was slicked back flat from a middle part. He tipped the ash from his cigar and swung open his coat, revealing a gold chain on his spotless shirt. He plucked out a watch and cradled it in his hand.

—We got two hours, yet, John. Everything's set. By the way, all of the other contestants withdrew from the Race, and it's just between you and Flash.

—Look, Cash, I'd rather not go through with this business of getting Flash drunk. I think I can beat him sober.

—It's all fixed, Cash said. Jake is all set with the fake bottle, and

CONTINUED ON PAGE 114

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honest, it looks just like whiskey. Hell, they'll never know the difference.

—They say Garwood Jones is riding herd on Flash to see that he doesn't get drunk. Garwood and the *Clarion* crowd have a lot of money on this race, and they don't aim to lose it if they can help it. Suppose Garwood smelled a rat.

—I tell you, Cash said, only Jake and I and you and your brother Zeke know anything about it. I told Jake if he blabbed to anybody, he'd lose his job.

—Garwood has a way of finding things out, Johnny said. It's been weeks since we made the plan.

—A man has to take some risks, Cash said. After all, I got my money out at two to one. But I can't get any more takers at those odds after the way you run in that race at Middletown Fair last Saturday. I told you to hold yourself in a little.

—I was nervous.

—You didn't have to spreadeagle the field by ten yards, Cash said. How do you feel?

—Nervous, Johnny said.

In the plateglass of the Saloon, Johnny's young head was framed with rainbow colors. While he was fixing his bowtie, a



GRINDING HANDSHAKE was part of the preliminaries of race. Both boys managed to smile through the pain. It was a draw.

familiar image emerged from the door of the reflected Court House and strode importantly through the crowd.

—Well, men, Garwood Jones said, I see you're here early. Suppose we have a little drink before the Race. On me.

Garwood laughed a throaty baritone, removed his straw hat, and studied himself in the plateglass, touching his fat young cheeks and sculpturing his black hair. He took out a cigar and lit up, gently weaving his bulky shoulders as he puffed the tip to flame. Johnny watched Garwood closely, but the handsome blue eyes were veiled in cynical amusement.

Small boys were already out with firecrackers. The Square was filling with people. Venders and showmen were drawing the crowd. Workmen were putting the finishing touches on a platform built halfway out from the edge of the Court House yard into the street. American flags were limp flares of color in the windless air. It promised to be a hot day.

—You wouldn't want to take a little more easy money, would you, Garwood? Cash asked, watching Garwood sharply.

—It would be stealing from a friend, Garwood said. By the way, Perkins is sober. I hired three strong boys to watch him.

Several citizens were collecting around the Saloon, and now and then one went in for a drink.

—Folks, said an oily baritone booming from a shady place on the Court House lawn, I trust you all perceive this round, elongate object that I hold here in my hand. Why, Perfessor, you say, that's nothing but a bottle, as any fool can plainly see. Ah, ha, my friends, so it is. But, friends, this bottle—this simple, plain and ordeenary bottle contains . . .

—Hmmmm, Garwood said. Look what's coming.

Johnny looked up and saw Susanna Drake in a white dress walking between two other young women. Passing the Saloon, she saw Johnny and Garwood, and a smile of pleasure and confusion tugged at her pouted lips, fluttered and faded on her face. She touched her white satin dress at the shoulder and switched her red parasol back and forth with a lithe fury that seemed to flow from her body into the stalk of the parasol.

—Hello, Johnny. Hello, Garwood.

The boys said hello. Johnny felt wildly excited as he thought of

CONTINUED ON PAGE 116



TAMPAX DIALOGUE

TERRY: But Mother, you grew up more than 20 years ago. This doctor hadn't even *invented* Tampax then!

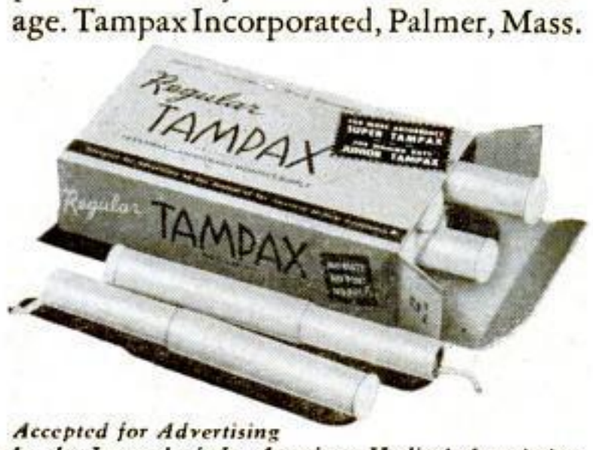
MRS. DREW: Well, perhaps I *don't* take to new ideas as quickly as I used to... And you *do* seem more confident on those days since using Tampax for monthly sanitary protection.

TERRY: Well, it's so neat and tiny, quick to change, easy to dispose of—and Mother, you really can wear Tampax in your tub or shower!

MRS. DREW: I'm afraid I'm gradually giving in to you, Terry—the facts seem to be on the side of Tampax. From now on there may be *two* Tampax users in our house.

* * * *

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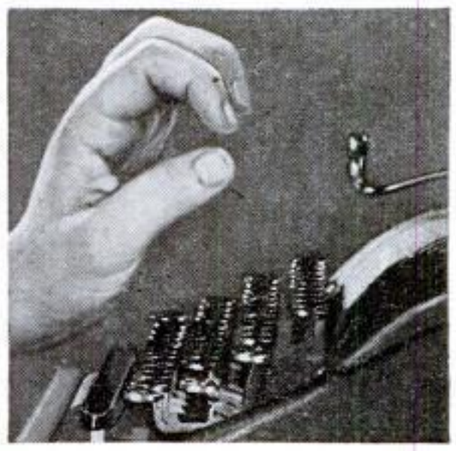
Over 200,000 typists and students have witnessed his amazing demonstrations.



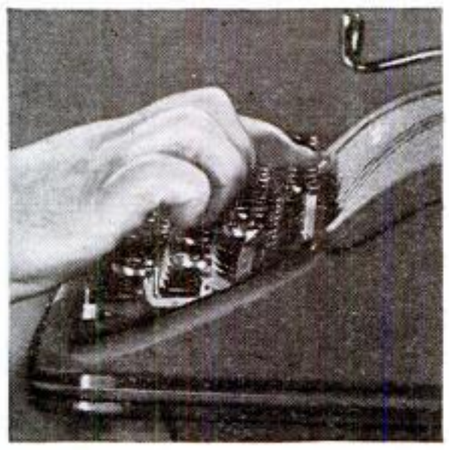
This is how you strike a capital "P" by the touch system. With three fingers of each hand still anchored on the guide keys, the *left* little finger pivots to the shift key—and the *right* little finger strikes "P."



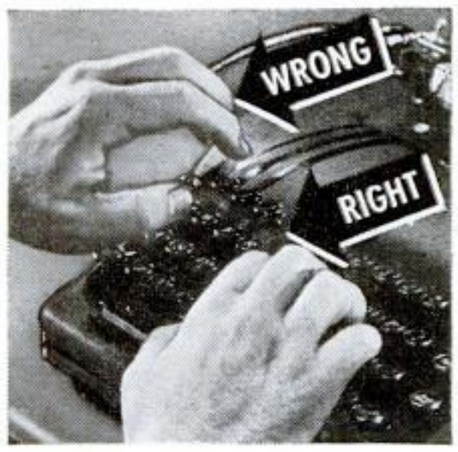
POSTURE is important. Sit erect, feet flat, to acquire comfortable balance and avoid fatigue. .



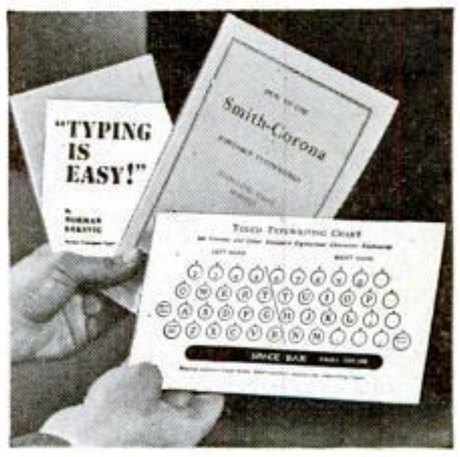
FINGERS should curve as shown, with wrists and arms relaxed. Tap keys briskly . . . finger action *only*.



PIVOT fingers from the "home" positions to strike keys with proper fingers . . . then return "home".



"HUG THE KEYS," says Saksvig—eliminate arm or wrist action, keep the fingers *close* to the keys.



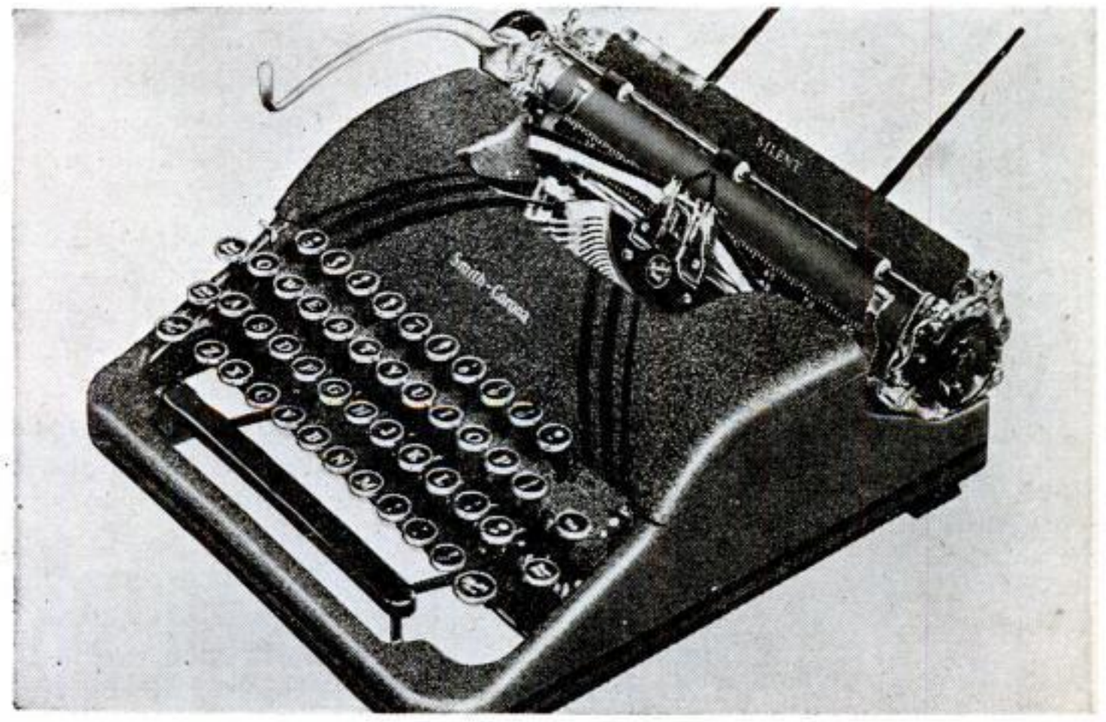
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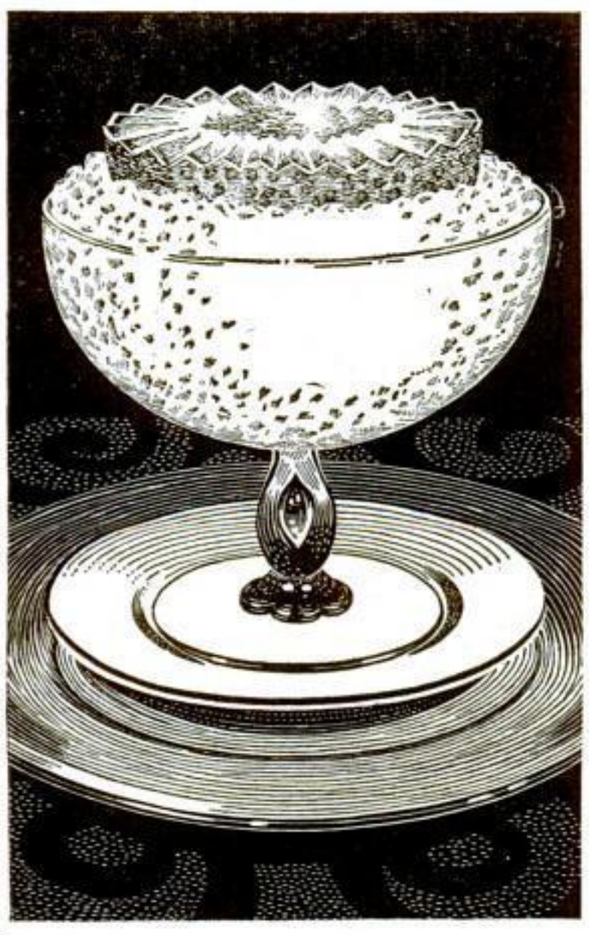
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the party of young people who were going to Paradise Lake that afternoon.

—That's that there girl from the South, a citizen said. She's goin' to award the prize to the winner of the Race.

—And now, friends, boomed the baritone voice from the Court House lawn, I hope you will pardon me if I offer a little medical advice of an intimate character, but I am sure the enlightened intelligence of the audience I see before me makes it possible for me to talk on a subject highly important to both sexes. This little bottle which I hold here, and which—mark my words, Gentlemen and Ladies—*and* which, I intend to give away free with the other bottle I have just demonstrated . . .

A high, hornloud voice whipped across Johnny Shawnessy's ears.

—Well I'll be hogtied and turned in a barl!

Advancing the first of a throng, longlegged, opencoated, with a red bowtie at his throat, Flash Perkins was crossing the street toward the Saloon. Flash's wide hat was pushed back on his head. The brown shag of his hair shot out and over his forehead. His white teeth smiled savagely through his beard. His forehead twitched upward. His blue eyes glared excitement and good humor. He walked flinging his feet out sideways and swinging his hands, half made into fists.

Everyone within hearing stopped and began to move in toward the Saloon. Johnny didn't shift his position against the window, but he wouldn't have been surprised if Flash had walked right into him. Flash stopped, however, and putting his hands on his hips and spreading his feet apart, leaned his powerful chest and shoulders far back.

—Put 'er there, boy! Flash said. Le's see have you got any force in your hand.

Johnny Shawnessy, whose nervous hands were strong out of all proportion to his size, took hold of Flash's big fist. They ground at each other's knuckles, smiling at each other through gritted teeth. It was a draw.

—How about a little drink with me before the Race? Flash said. This goddamn Garwood Jones won't let me have a drop, but I figger if we both had a drink, it'd be all right.

Johnny almost gasped—it sounded so easy. Cash nudged him in the ribs.

—Well, Johnny said, I don't know as I ought to.

—Now look here, John, Cash said, you're to do no drinkin'. You aren't use to it. You don't know what it'll do to you.

Garwood didn't say anything but stood smoking his cigar and trying the flesh of his cheek.

—Hell, I forgot this boy ain't even weaned yet! Flash said.

Flash's toadies laughed.

—You goin' to let him git away with that, young Shawnessy? one of them said.

—Heck no! Johnny said. I can beat this man running or drinking. Come on.

Flash Perkins gave a great laugh and hit Johnny between the shoulderblades.

—Come on, Garwood! he yelled. It's O.K. now, ain't it, boy?

Garwood didn't say anything but followed Johnny and the rest of the crowd into the Saloon, as Flash walked through the batwing doors without bothering to put out his hand. Johnny and Flash went over to the bar and each put a foot on the brass rail. Half a hundred men shoved into the Saloon and crowded around the two competitors. Everyone was talking at once.

—Johnny Shawnessy is goin' to drink with Flash Perkins, a citizen said.

—Hell, he can't do that, another citizen said. Ain't nobody in Raintree County can drink with that crazy buck glass for glass.

—Say, it'd be smart, a third citizen said, to take a little more of Carney's money. They say this Shawnessy kid is fast as greased lightnin' but that whiskey'll kill 'im.

—What'll it be, boys? Jake the barkeep said.

He was a nervous young man in a white apron.

—You name it, and I'll drink it, Flash said to Johnny.

—What have you got? Johnny said.

—Here's a couple bottles bourbon, the barkeep said. Raw stuff. Right out a the still.

He got two water tumblers and opened both bottles.

—Each boy can have a bottle, he said.

Just then two men in the *Clarion* crowd grabbed Cash Carney and pulled him out of the ring and began to take bets at two to one. Meanwhile, the barkeep poured one of the tumblers full, set it down in front of Flash, took the other bottle, and started to pour for Johnny.

CONTINUED ON PAGE 118

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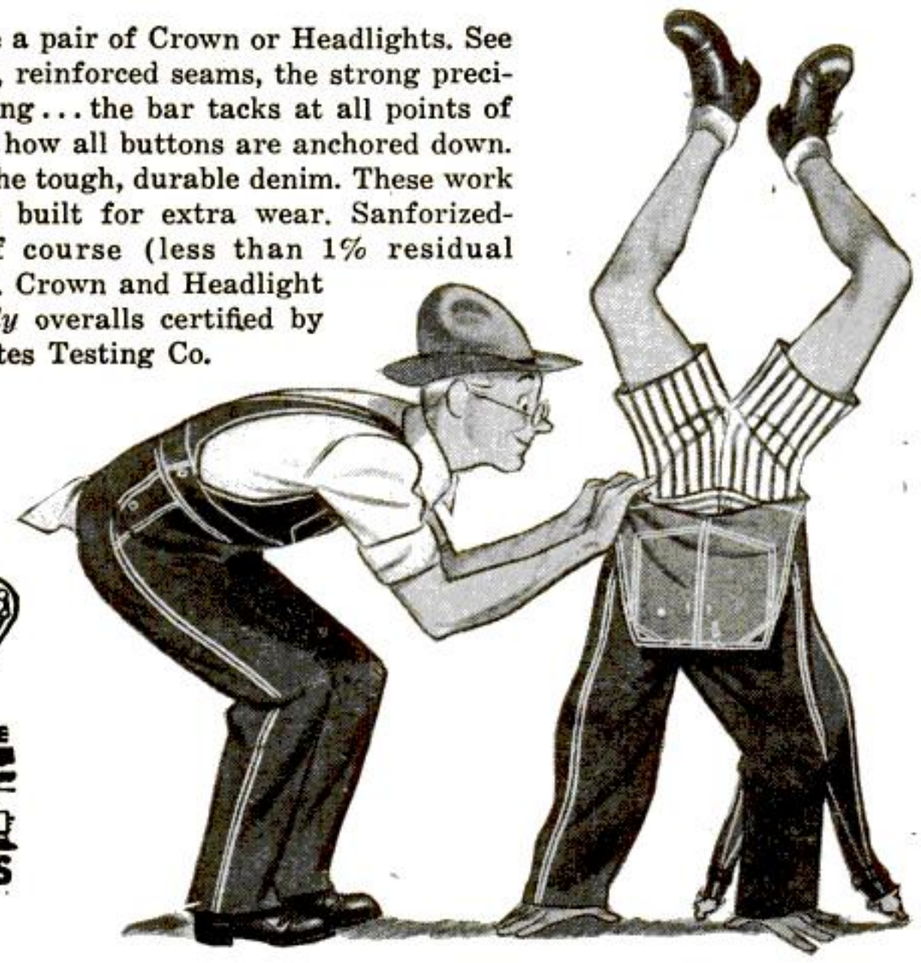
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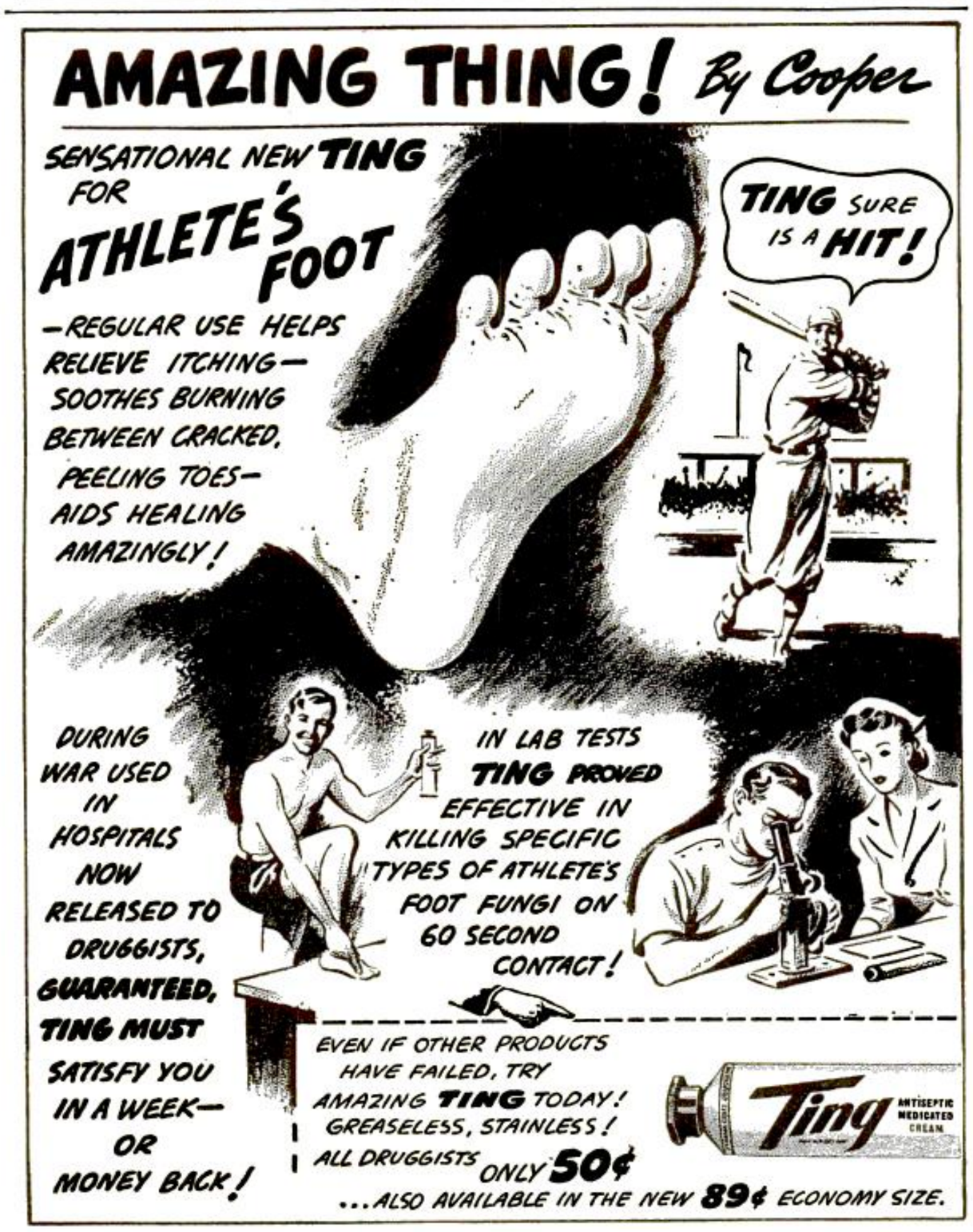
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THE GREAT FOOTRACE CONTINUED

—Just a minute there! boomed an authoritative voice.

Garwood Jones leaned over the counter, pointed to the bottle, and said,

—Let's have those drinks poured from the same bottle.

The barkeep looked at Johnny, and Johnny looked around for Cash, but Cash was clear out of sight. The barkeep hesitated and smiled a queer smile. He tried to bluff.

—You mean to say—he began in a small voice.

—I mean to say, Garwood said in his doublebass, full volume, that I don't want any shenanigans around here. Let's have it fair and square and both boys drinking from the same bottle.

The barkeep shrugged his shoulders and put the bottle back on a shelf. He took the first bottle and poured a short tumblerful for Johnny.

—Fill it up! Garwood said, the trace of a laugh coming into his voice. Fill that goddamn glass up!

The barkeep shrugged his shoulders and complied. He set the glass down in front of Johnny.

Johnny looked at the tumblerful of whiskey. It was a beautiful



COLD WATER was necessary to restore Johnny after drinking match. He belonged to temperance movement's Cold Water Army.

amber fluid with a few clear bubbles at the edges. A dense wall of sweaty male bodies and flushed faces shut him in.

—Jesus, boy! a man whispered, you better quit right now. Flash Perkins was weaned on that stuff.

Johnny looked around for Cash and saw him waving his cigar from the corner.

—You all right, John? he yelled.

—I guess so, Johnny said weakly.

Everybody laughed. Garwood's eyes were innocent and remote as he boomed,

—All right, drink up, boys! Let's get started here. I'll have a little of that myself, Jake, but make mine just half. I can't stick it with the Cold Water Army people.

Everybody laughed. Flash Perkins took his glass and stuck it into his grinning beard. It gurgled in his throat like water. Johnny Shawnessy picked up the tumbler and . . .

—How did it go, John? Garwood said, after everyone had stopped laughing and the tears had left Johnny's eyes.

Johnny stood holding the empty glass.

—Nothing to it, he said.

—Come on, Flash yelled. Here, give us another glass, Jake. I'm thirsty.

—Not that it affects me the least little bit, Johnny said, but I just don't see what you guys get out of it. It tastes awful.

The barkeep poured two more glasses. Johnny watched the thick stream gurgling into the bright white glass. His insides felt like fire. . . .

—How do you feel, John?

It was his brother Zeke who had shouldered his way into the crowd.

—I feel fine, Johnny said.

Zeke looked blurred and huge as he leaned over and smelled the glass.

—That's enough, Zeke said. This boy ain't use to strong liquor.

—Don't spoil the fun, Zeke, Garwood said. This boy dared Flash.

—Don't worry about me, Zeke, Johnny said. There's nothing to it. Just a burning sensation.

He felt heroically strong. The world was a place of laughing gods, bathed in yellow fire. He knew now that he would win the

CONTINUED ON PAGE 121

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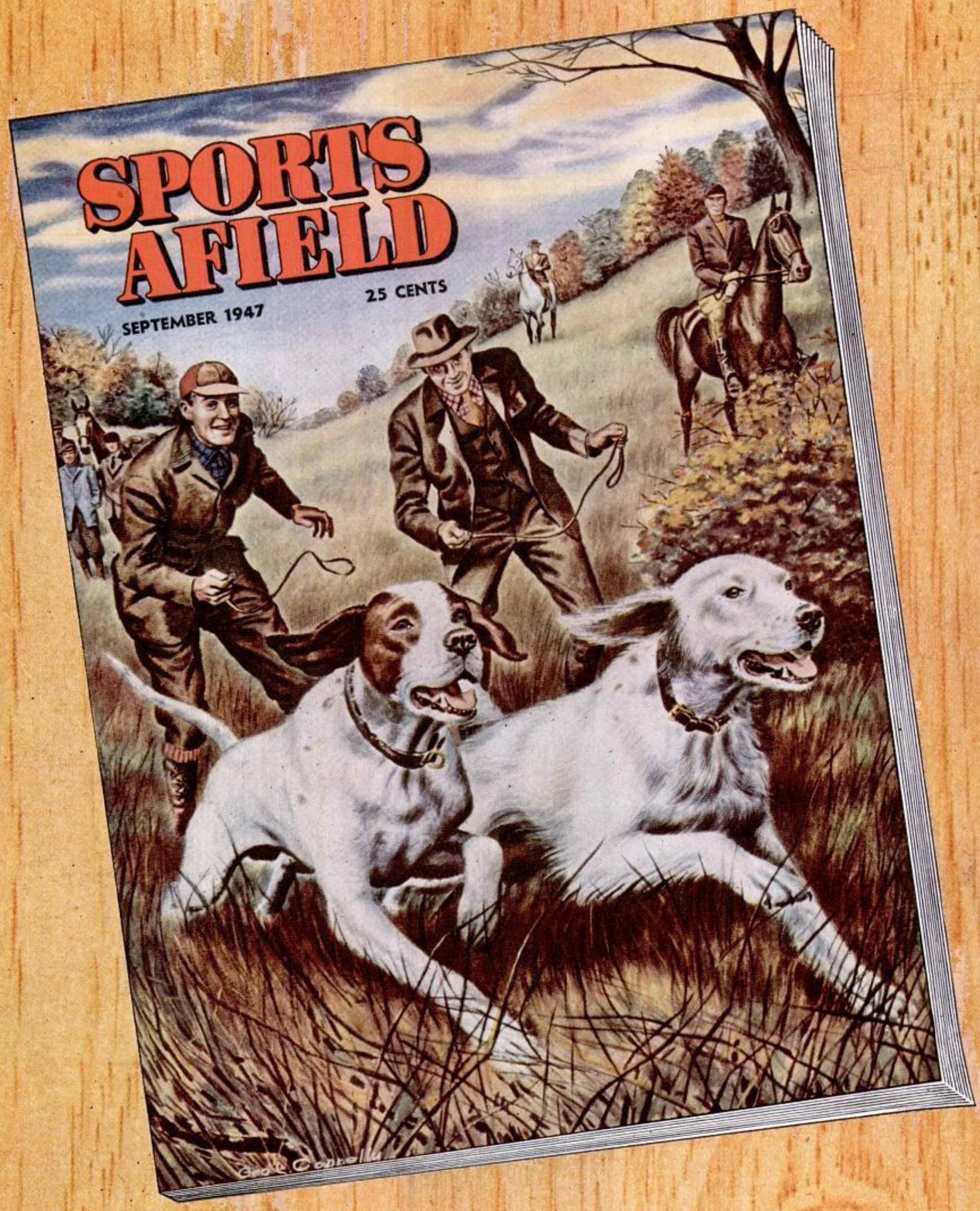
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race in the Court House Square and become the Hero of Raintree County.

Someone hit him between the shoulderblades.

—Fill 'em up! Flash Perkins yelled.

—Stand back and give the boy a chance! Garwood boomed. Fill 'em up, Jake.

—Hell's fire, Flash said, son, you're doin' all right for a youngster. Yippee!

Flash shoved a hole in the crowd and did a handspring in the middle of the Saloon. Someone gave an Indian yell and began to war-dance on top of the bar. Looking into the mirror, Johnny Shawnessy perceived that it was himself. He sprang five feet straight up into the air and came down to the floor, where he found himself looking into Cash Carney's grim, serious face.

—Say, what the hell! Cash whispered. This is *some* act.

Cash picked up the glass and smelled it.

—Ouch! he said. What's goin' on around here!

A band began to play right in front of the Saloon, and Flash Perkins stood on his hands on the bar. He jumped from the bar, caught hold of a chandelier in the room, swung back and forth. Johnny took a running leap, went clear over a table in the middle of the room. Flash Perkins put one table on top of another, jumped over head first. Johnny followed him over. Someone picked him up, and he found himself standing at the bar again



ON THE MARK, Johnny and Flash, naked to the waist, waited for starting gun. Someone at the finish line yelled, "Fire away!"

with another tumblerful of whiskey in his hand. Two tough-looking guys supervised by Garwood Jones were holding Cash Carney in a corner.

—Come on, Jack, Flash Perkins was saying, we'll show these folks *how* tew drink.

The band outside was playing *Yankee Doodle*, and a kid threw a lighted firecracker through the door.

—Jesus Christ! Cash yelled from the corner. Get him to stop, Zeke. It'll kill 'im.

—Come on, boys! boomed the voice of Garwood Jones. Drink up! By the way, Cash, how would you like to take a little more of my money.

Flash Perkins completed a series of handsprings down the top of the bar landing feet first on a chair that folded up like matchwood under his feet.

—Let's see you do that, Jack.

Johnny was on the bar and turning. The ceiling tipped and turned over, tipped and turned over, tipped and turned over. Something fell solidly on the back of his neck. He started to get up and the Saloon floor came up gently and hit him a stunning wallop in the face. He sprang straight up in the air and found Zeke and Cash holding him.

—Take it easy, John! Cash said. Goddammit, do you realize that the Race is just half an hour away and that I got nearly a hundred dollars bet on you! Can you still run, boy?

—Can I run? Johnny said gently.

He smiled his affectionate smile and then like a great blithe bird shot out between the batwing doors. Head erect, coat flying, he ran on long, floating strides down the street with Cash Carney, Zeke Shawnessy, and half a hundred men and boys behind him.

—Catch 'im! Cash said.

—No one in the County can do that, Zeke said, stopping. Look at 'im go! He's turnin' the corner now. Let's wait here and catch him when he comes around.

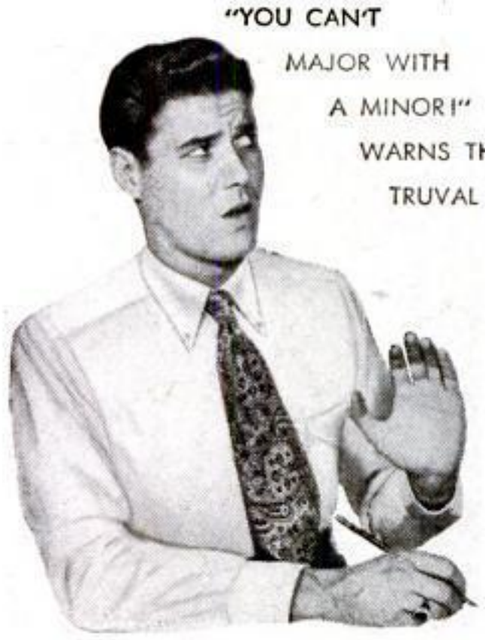
Faces blurred past Johnny Shawnessy, as he ran on and on,

CONTINUED ON NEXT PAGE

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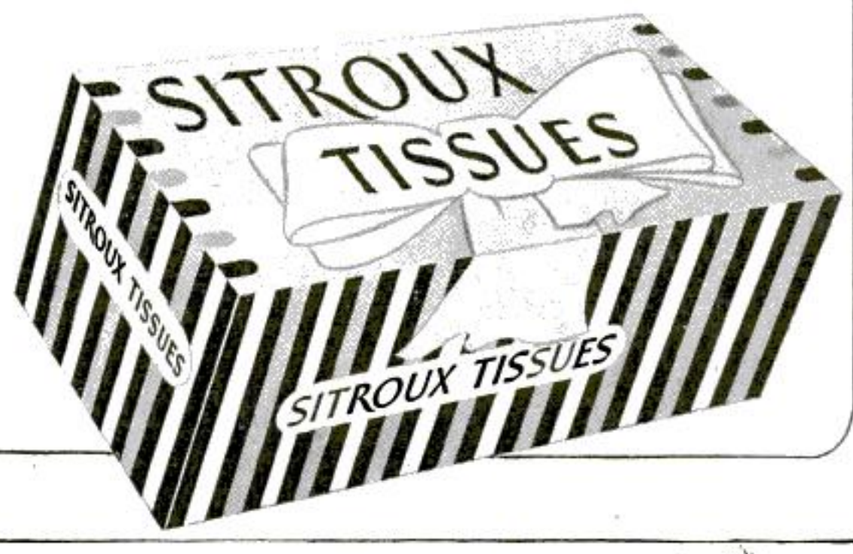


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written up in Reader's Digest



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drawing a bright circumference on bounding feet. The breath began to pump pleasantly in his lungs. He was going down the east side of the Square, he was leaning over for the corner, he was running down the north side, he was turning, he was running down the west side. But now he had a great weight sitting on his neck and dragging at his whole body. He turned again at the corner and started down the south side where the Saloon was. A crowd of faces and arms spread out, closed in around him, and caught his vaulting body.

—Let's get him upstairs here, Cash said.

Johnny came to, naked and gasping, as buckets of cold water hit him. Something had been aching in great spasms.

—Keep throwing it on him, Cash said. And someone go down and get Flash as drunk as possible.

—No chance, someone said. Garwood's got him under control.

—But not till he run around the Square, someone said, to show he could do it as well as Johnny.

—We still got a chance, Cash said. Hell, if John had only saved that till the Race! Cuss that Garwood Jones! That was a mean, sneakin' trick he played. I reckon he knew all the time what we planned to do.

—Hell, he's down there now laughin' fit to kill, someone said. He says he took Jake's girl out the other night, got her drunk, and got the whole story out of her.

—And I'll bet that ain't all he got either, someone said.

—Goddamn that Garwood! Cash said. Imagine playin' a trick like that on your best friend, and poor John here that never had a drink in his life before! Let me see, it's fifteen till. We still got a quarter hour to get this boy sober. How d'yuh feel, John?

Johnny sat up in the tub. The sickness was gone. He felt woozy and wonderful. He got up.

—Keep throwin' that water on him, Cash said. I hope they didn't puke Flash. I'm goin' down to see if I can delay the start.

He went over to the window and looked out.

—Jesus, lover of my soul, look at that crowd! he said. Must be two thousand people. They're all lined up along the course right now, and Susanna's on the platform. We should of charged admission. We can't delay it long, but I'll try. After all, they can't start the Race without the contestants.

Cash went out, but in five minutes he was back.

—Flash is rarin' to go, he said. He's beatin' his chest and yellin' for action. We got to get John down there.

—I'm all right, Johnny said.

He walked over to the window. People were beginning to clap and shout.

—We want Johnny! We want Johnny!

Their hands and voices beat excitement through him. His head wasn't clear, but he felt strong.

—Come on, he said. Let's go.

He dried himself and belted on a pair of white flannel trousers, except for which he was naked. He combed his hair back and went downstairs. Barefooted, he walked into the street with Cash Carney.

—All right, boys, said a man in a tall black hat, who had been waiting at the starting line. You have the field to yourselves. Now what I want to know is, do you want me to set you off by word of mouth or by pistol?

—Shoot a gun, Cash said. I want John to hear it.

—All right, the starter said, it'll be a gun. One, two, three, and bang.

Johnny Shawnessy stood at the starting line and ran his eyes over the crowd. Everything was bathed in a wonderful, dewy brightness. Desire to win, to be first, to get the garland rushed over him in a wave of fire and longing.

—John, Cash Carney was saying in a low voice, it's now or never, boy. Remember, I got one hundred dollars planted on you. One hundred dollars.

—John, Zeke said, you got to get in there and run. Pa don't know it, but I got two months' hire bet on you.

An important-looking citizen walked from the crowd, took off his hat, and said,

—Folks, I know you're eager as I am for the Race to start. Now these two boys are as fine boys as you will find anywhere. I guess both boys are known to most all of us here, but I will interduce them to you anyway. Now, I want to interduce first . . .

He was motioning to Johnny, who stepped forward and stood hands on hips.

—Mister John Wickliff Shawnessy!

There was a great deal of handclapping and a violent agitation

CONTINUED ON PAGE 124

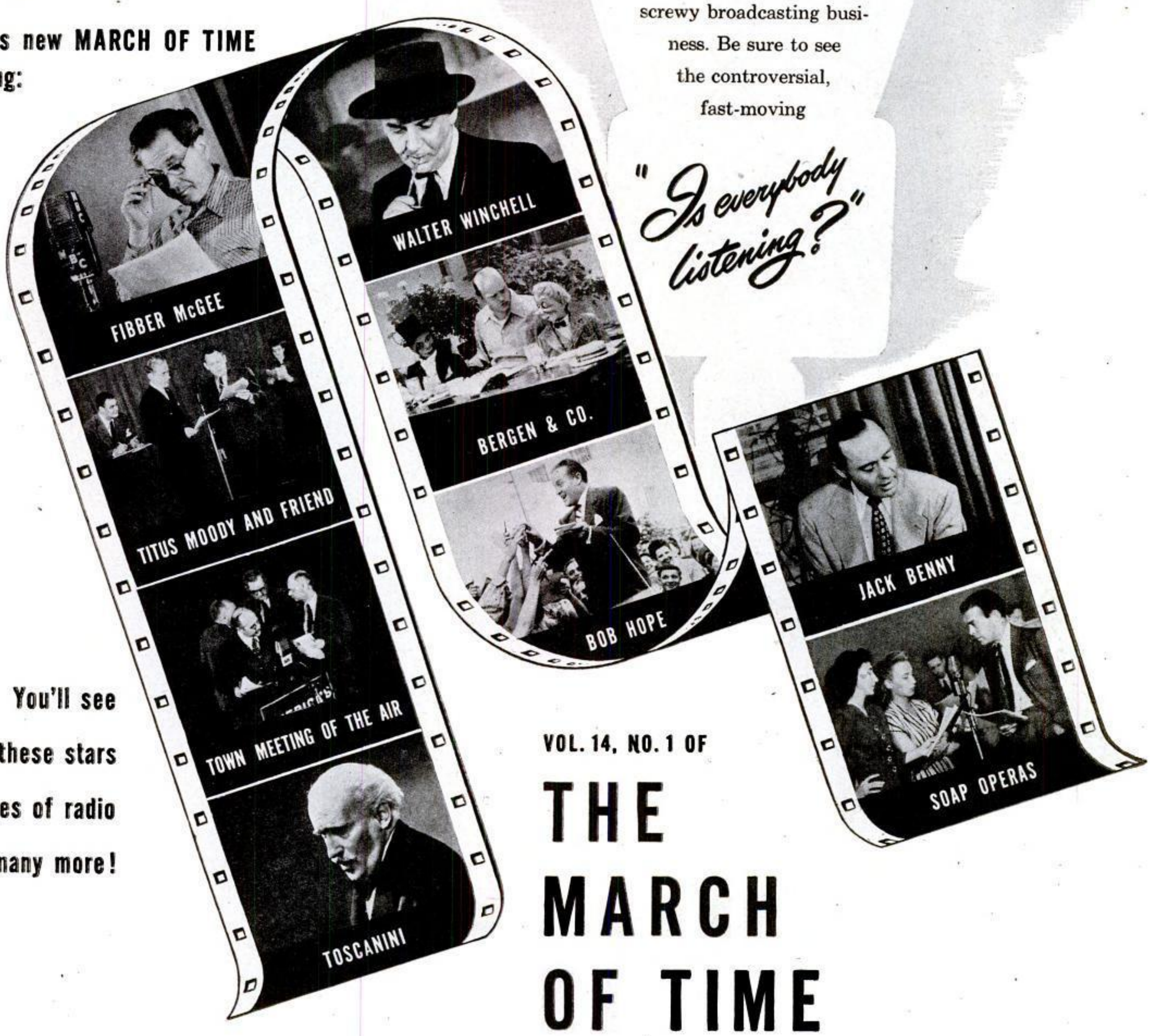
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of parasols among the many girls lining the course. Johnny looked down three hundred yards between the roped-in walls of faces to the platform where a darkhaired girl in a white dress was leaning over the rail . . .

—Go home and git some meat on your bones, kid, a man's voice said.

—Isn't he cute! a girl said.

—This boy, the announcer said, comes from Danwebster, or



IN A DESPERATE LEAP Johnny fell through the tape among Raintree County beauties who had got too close to the finish line.

near it, a place about which we've read a good deal in the county papers lately. Are there any folks from that locality here?

—Yes, sir!

—Betcher life!

—I see, the man said. Danwebster has sent a big delegation to cheer their favorite son. Five or six anyway. (Laughter) Well, he's a fine upright young man as you can see for yourself, and I'm sure that win or lose, he'll reflect credit on the home community.

—Speech! Speech!

—Hello, folks, Johnny said. I'll do my best.

—And best of luck to you, Johnny, the announcer said, and now, folks—

Johnny retired, and Flash Perkins stepped out.

—Now, folks, here's a lad needs no introduction. Orville Perkins of Freehaven, better known as Flash. (Thunderous applause) Flash here hasn't lost a race since he was kneehigh to a grasshopper. He's won the Fourth of July Race five years straight now, and if somebody don't beat him pretty soon, he'll trip on his beard, and get beat that way. (Loud laughter) Would you say a word to the crowd, Flash?

—Hello, folks, Flash said. I mean to win this here race.

—That's the spirit, Flash. All right, clear the street.

A few dogs and boys were chased out of the street, leaving a lane about 10 feet wide down to the flagdraped platform. Shading his eyes, Johnny could see a thin white line of string tied to the platform and stretching into the crowd. A throng of girls made a vague wall of color behind the finish line. Some were standing and some were sitting in buggies, drawn up in a half circle at the end of the street.

—How about them girls down there? a man said. Ain't they too close?

—Let 'em take keer a themselves, Flash said. Let's git this race started.

Flash was stamping his bare feet on the ground and swinging his great arms. His teeth laughed. His forehead was ridged. He kept shaking the shag of his hair out of his fierce eyes.

—Shake hands, boys, the announcer said.

Johnny and Flash shook hands savagely. The crowd yelled like savages. Someone savagely clanked a cowbell, and a whole string of firecrackers went off under a wagon on which a halfdozen girls were sitting. The girls shrieked, and the crowd laughed like savages.

Johnny Shawnessy turned and set his foot to the mark. His teeth chattered with excitement. Goosepimples stood on his arms. At this moment there was nothing that he wanted more in the world than to break the white string 300 yards off in the middle of the Court House Square. Three hundred yards off through walls of faces, where the flags were hung on the platform, 300 yards and a few seconds away was the summit of all desire.

It seemed to him that he was out of his body. He wondered if it would run when he wanted it to. Where his body should be, there was nothing but a void of desire. Nevertheless, he saw his own

CONTINUED ON PAGE 127

When YOU need a Laxative—



Do what millions do for pleasant, satisfying relief

Constipation is bad enough. Why add to your troubles by taking a harsh, upsetting laxative? Next time you need relief, take pleasant, gentle Ex-Lax.

Ex-Lax gets results easily, comfortably. It isn't violent or upsetting like some laxatives are. When you take Ex-Lax, you hardly know you have used a laxative, except for the satisfying relief you get.

Yet, gentle as it is, you can depend on Ex-Lax for *thorough* relief. It is biologically tested for effective action. Many doctors use Ex-Lax in their practice.

And remember, Ex-Lax has a *delicious chocolate taste.* It's a real pleasure to take!

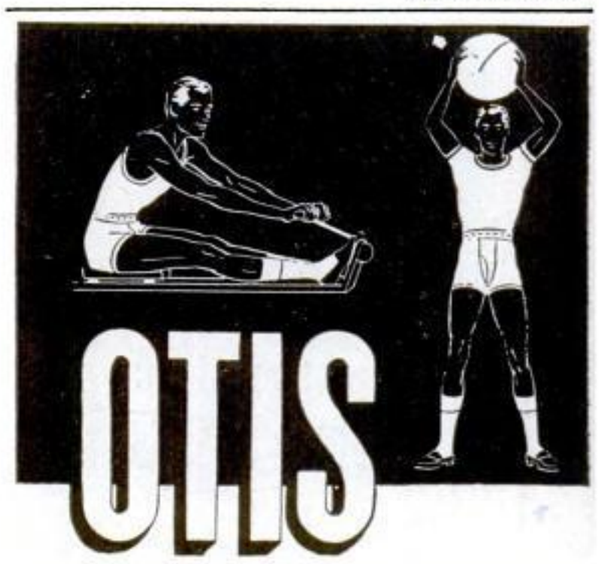
So take Ex-Lax yourself and as a precaution use only as directed. Ex-Lax is America's most widely used laxative—the favorite of old and young alike. Still only 10¢. Economy size, 25¢.

When Nature "forgets"... remember

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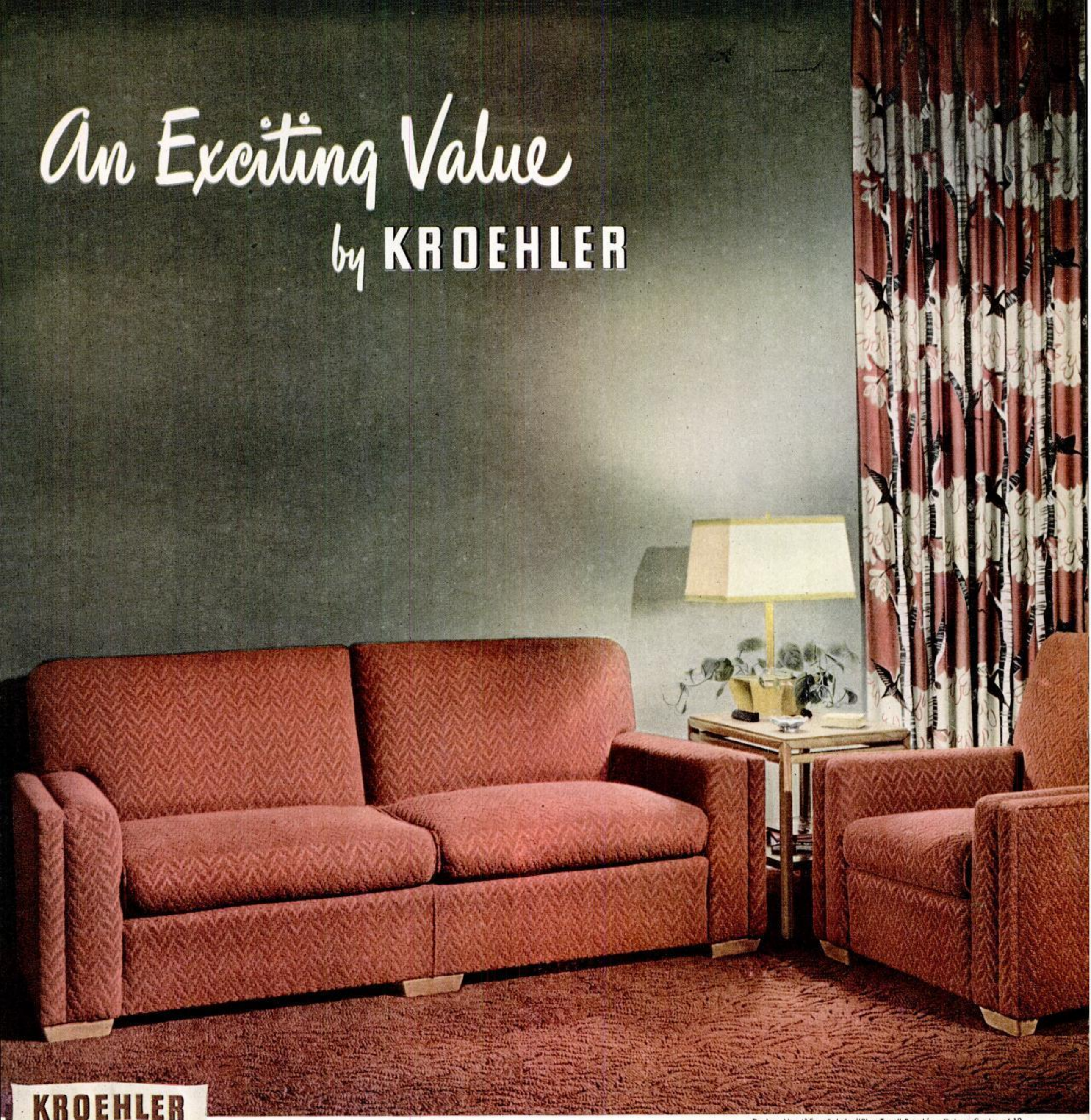
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This plays on one of man's basic joys . . . hot dogs and fine brew.

The hot dog stands for hot dog. The Red Cap stands for Carling's.

It's Light—not logy

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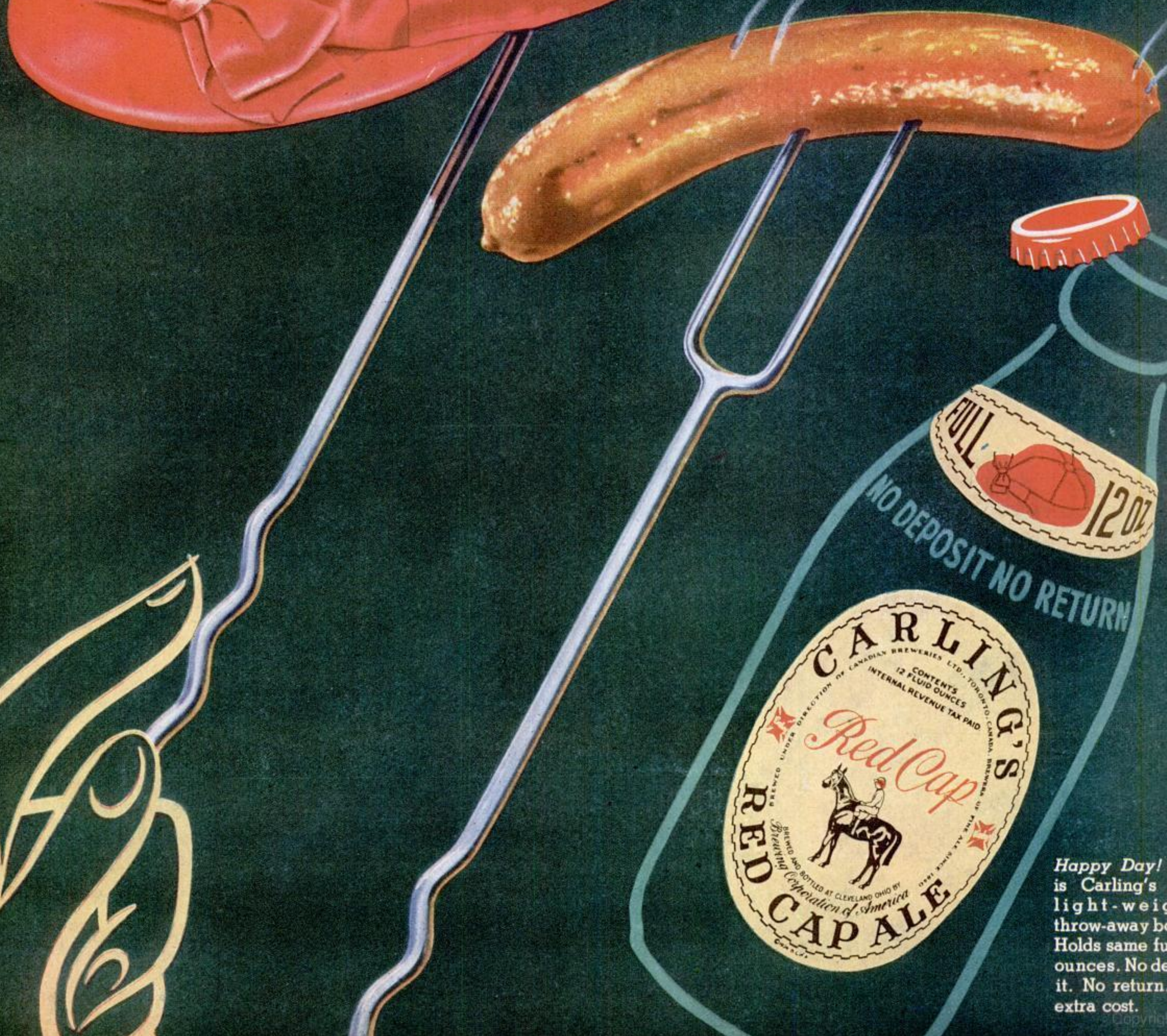
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slender foot going to the mark beside the brown foot of Flash Perkins, and though he didn't look at Flash nor Flash at him, he was aware of the powerful body of his rival drawn back like a bow.

—All right! the starter said coming out in tall black hat, swallowtail coat, and stickpinned tie. Quiet, everybody!

He waved toward the far end of the course, hallooed,

—Judges ready?

—Fire away! came a thin, high voice from the finish line.

—On your marks, boys, the starter said. One. Two. Three. There was a long, long, long, long silence. . . .

Johnny Shawnessy was turning the earth with his bare toes. Always before, this drumming fury that he had in his feet had beaten his rivals back until he was alone at the halfway mark, in front and thundering to the string. But now at the halfway mark, as faces went by him faster and faster, he and Flash Perkins were running side by side and stride for stride, and every effort of his own seemed only to increase Flash's speed, as if they were one body. A strange madness, akin to joy, anger and intoxication, ran through Johnny Shawnessy. He fixed his eyes on the white string and leaned into the hot air, trying to overcome and subdue this remorseless companion. But now his legs were growing heavy, he was laboring hard, his arms felt like lengths of lead that he had to swing to keep running. With terror he saw the white string closer and closer. The wall of restless color behind it became the faces of girls: he could see the lines of their lips and eyes, the beauty spots on their cheeks, the thin ribs of their parasols. And there was not enough room, not enough, not enough, not enough. Thirty yards, 20 yards, 10 yards. . . .

Johnny Shawnessy shut his eyes and gave a tremendous leap. Something light touched at his breast, and he plunged into a flashing pool of colors, shrieks, perfume, laughter, and flailing bodies. He was down on his hands and knees and then rolling on his back, while girls' voices shrieked in shrill delight. Fluffy summer gowns raked his shoulders; girls' arms and hands pushed and clung to his body. He felt as if he had just been hurled head foremost into an immense costume closet, where 20 naked girls had been hiding.

Someone grabbed his arm and plucked him out of the heap. It was Flash Perkins, standing up to his knees in girls and holding up a capsized buggy with his shoulders while girls scrambled out from beneath it.

—Who won? Johnny said.

Just then, for answer, out of the exultant morning a great wave of arms and voices surged under him and picked him up, as if he were a light flower floating, and he was tossed on hands and shoulders and borne wildly hither and thither, his panting body sustained by rushes of hoarse sound.

—Hurrah for Johnny! Hurrah! Hurrah!

—Hurrah for the New Champeen!

He was being borne like a balloon aimlessly on tempests of summer violence, and then someone yelled,

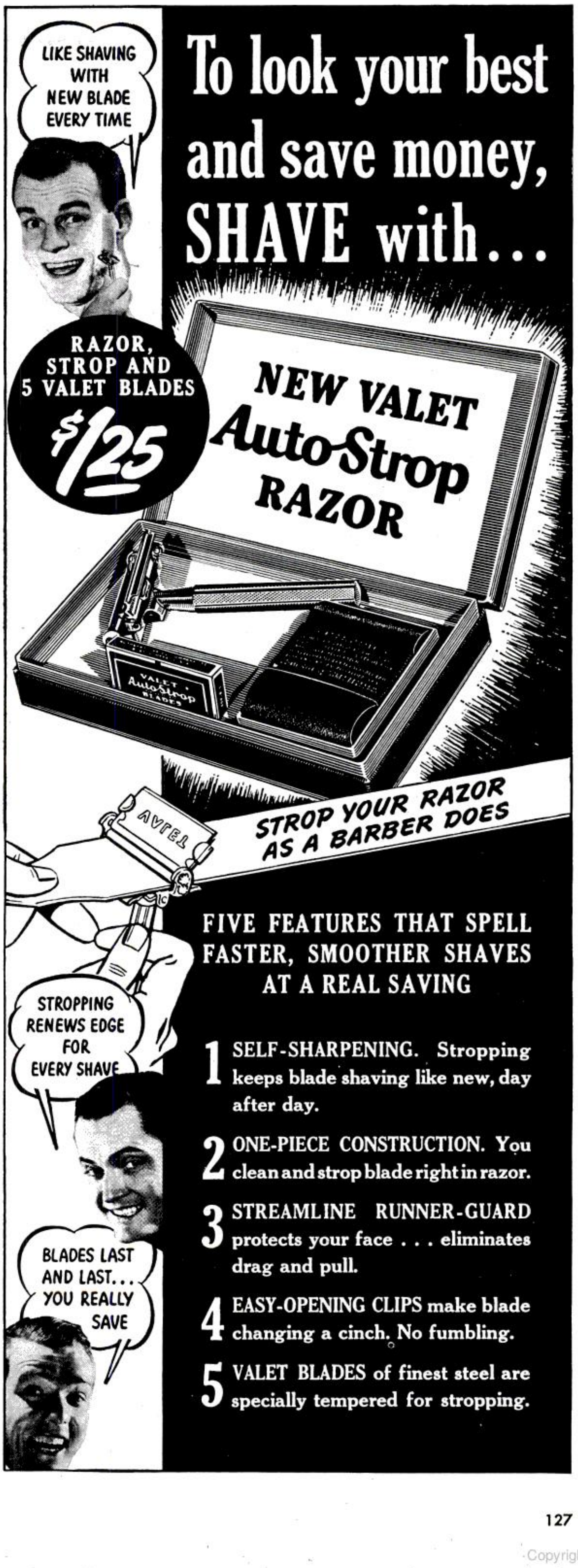
—Take him around the Square!

His body was tossed above the faces of the Court House Square. Hands waved. Lips smiled. Parasols pointed and bobbed. Hats went up.

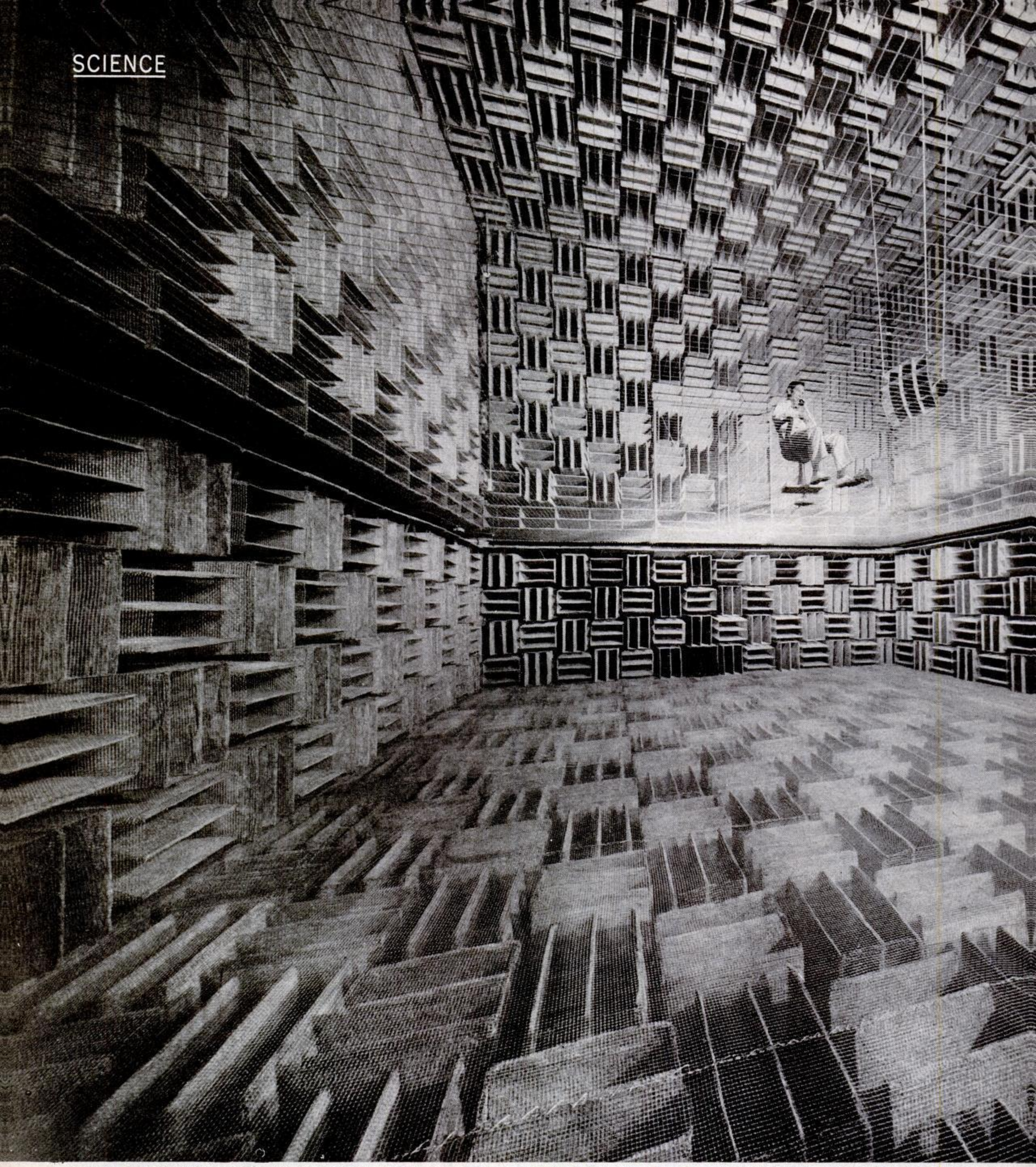
Below him standing at the finish line was Flash Perkins, rubbing his chin and shaking his head. His eyes had a hurt, bewildered look. He was all alone, and apparently only Johnny remembered him. Johnny felt pity and even remorse for the thing that he had done. He knew then that to become the Hero of Raintree County, it was necessary to kill the Hero of Raintree County.



THE NEW HERO of Raintree County after winning the footrace, Johnny is the only one to look back at the crestfallen loser.



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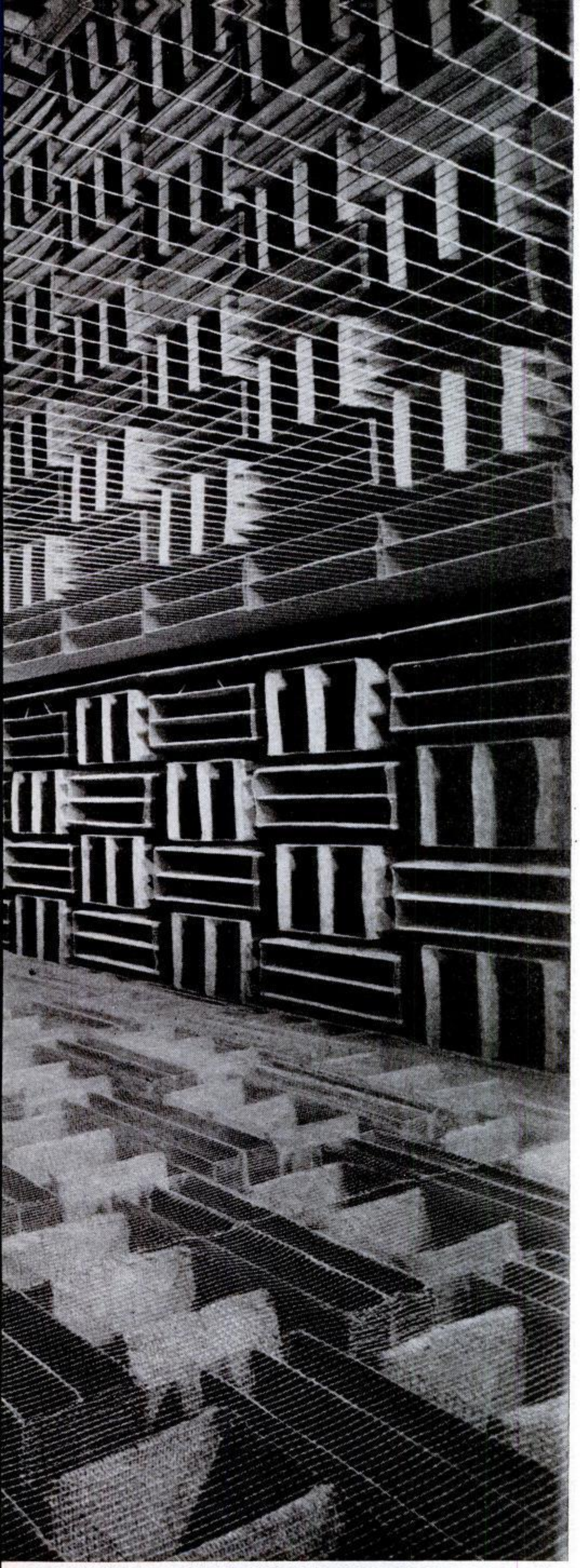
THE SILENT ROOM

It is a tool in the study of sound

Within the deeply corrugated walls of the nightmarish room above are reproduced acoustics that once existed only in interstellar space. Sounds created in the room's almost perfect stillness can be heard in their purest form, undistorted by any conflicting waves or vibrations. Outside noises are cut off by heavy masonry, and all echoes are stifled (*next page*) among the many facets of the 5-foot-deep Fiberglas wedges that line its interior. Acoustically the room is completely dead: it eliminates 99.98% of reflected sound.

This highly efficient "dead room" has just been completed at Murray Hill, N.J. by Bell Telephone Laboratories to be used as a tool in the study of

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OF A TELEPHONE AGAINST CONTROLLED NOISES FROM A LOUDSPEAKER

sounds and of the instruments that transmit them. To check the fidelity of such instruments it is necessary to compare the qualities of the sounds they transmit with those of the original sounds fed into them—a comparison that can only be made under controlled conditions where the sounds to be analyzed are not diluted by background noise or their own echoes. These conditions, essential to research in acoustics, can only be found at the exact center of a perfectly engineered dead room.

CONTINUED ON NEXT PAGE



English Sheffield Salver, 1834-1835, made by Henry Wilkinson & Co. (Courtesy, The Metropolitan Museum of Art, New York City.) The sweeping, lavish 19th century design of this and other museum silver was the direct inspiration for Watson's lovely Victoria pattern.

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Compare Watson's lovely Victoria pattern with this museum piece. See how beautifully Watson interprets this traditional Victorian design. You will find each of the eleven other Watson patterns just as truly "Modern silver with the beauty of old masterpieces" . . . to set your table in beauty.

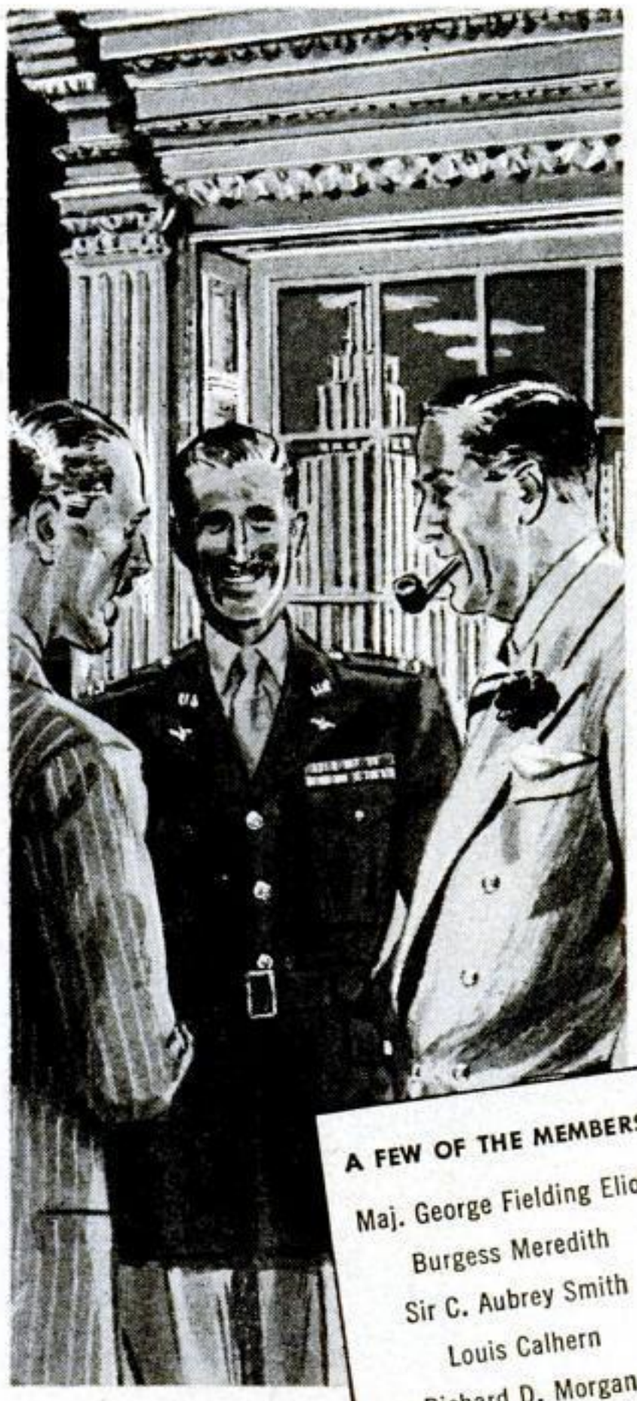
Ask your jeweler to show you Watson Sterling now—any of the five patterns here, or Foxhall, Lamerie, Juliana, Meadow Rose, John Alden, Colonial Fiddle or Colonial Antique. You'll agree the prices are surprisingly moderate for Sterling of such beauty and distinction. The Watson Company, 1497 Watson Park, Attleboro, Mass.

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You're always on the go in Friendly "Sports"

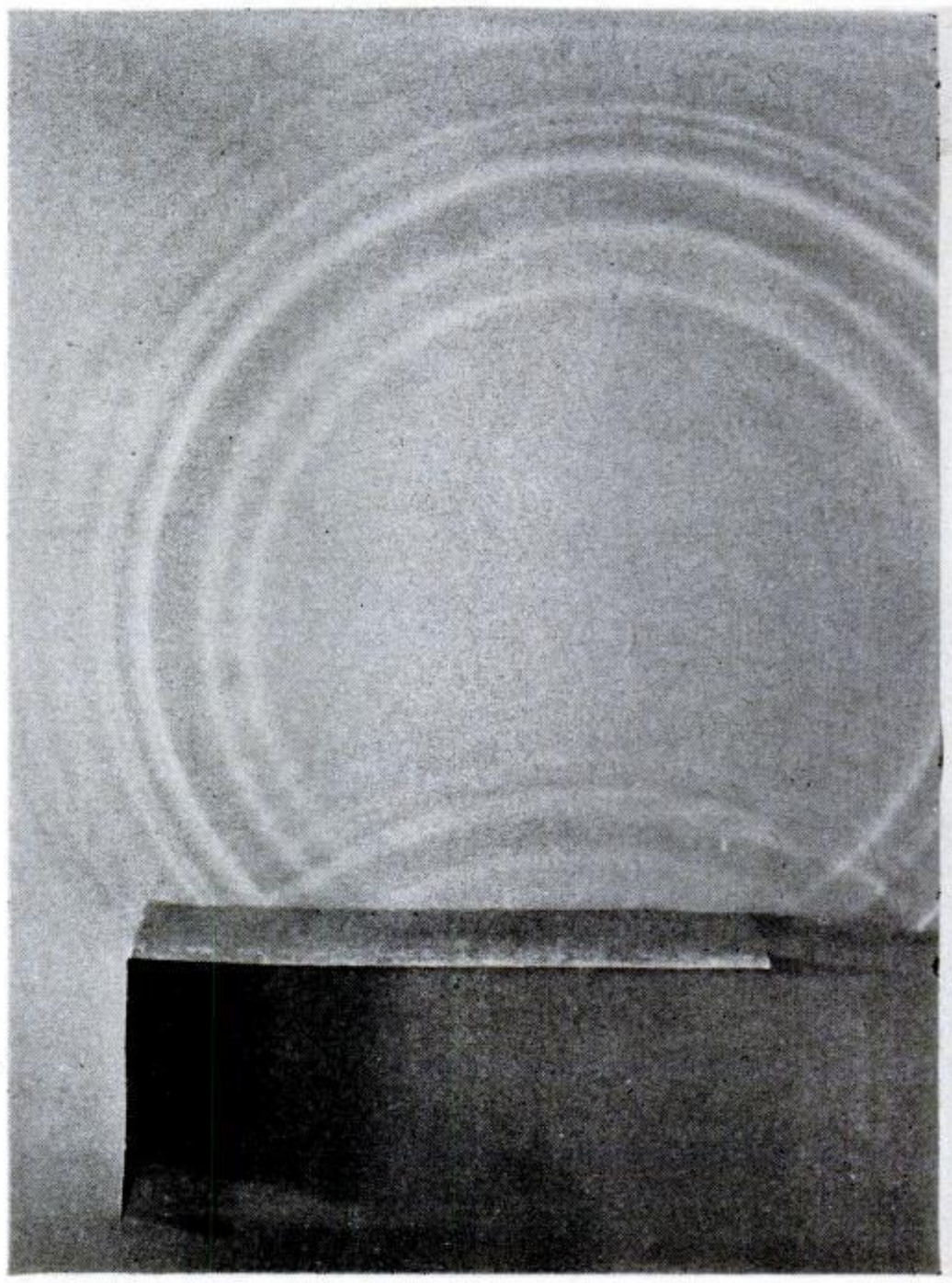
Smart girls make the most of friendly moments. They start with "Mocca-Dillies," the new Friendly moccasins that win approval from his very first glance.

Bea Friendly

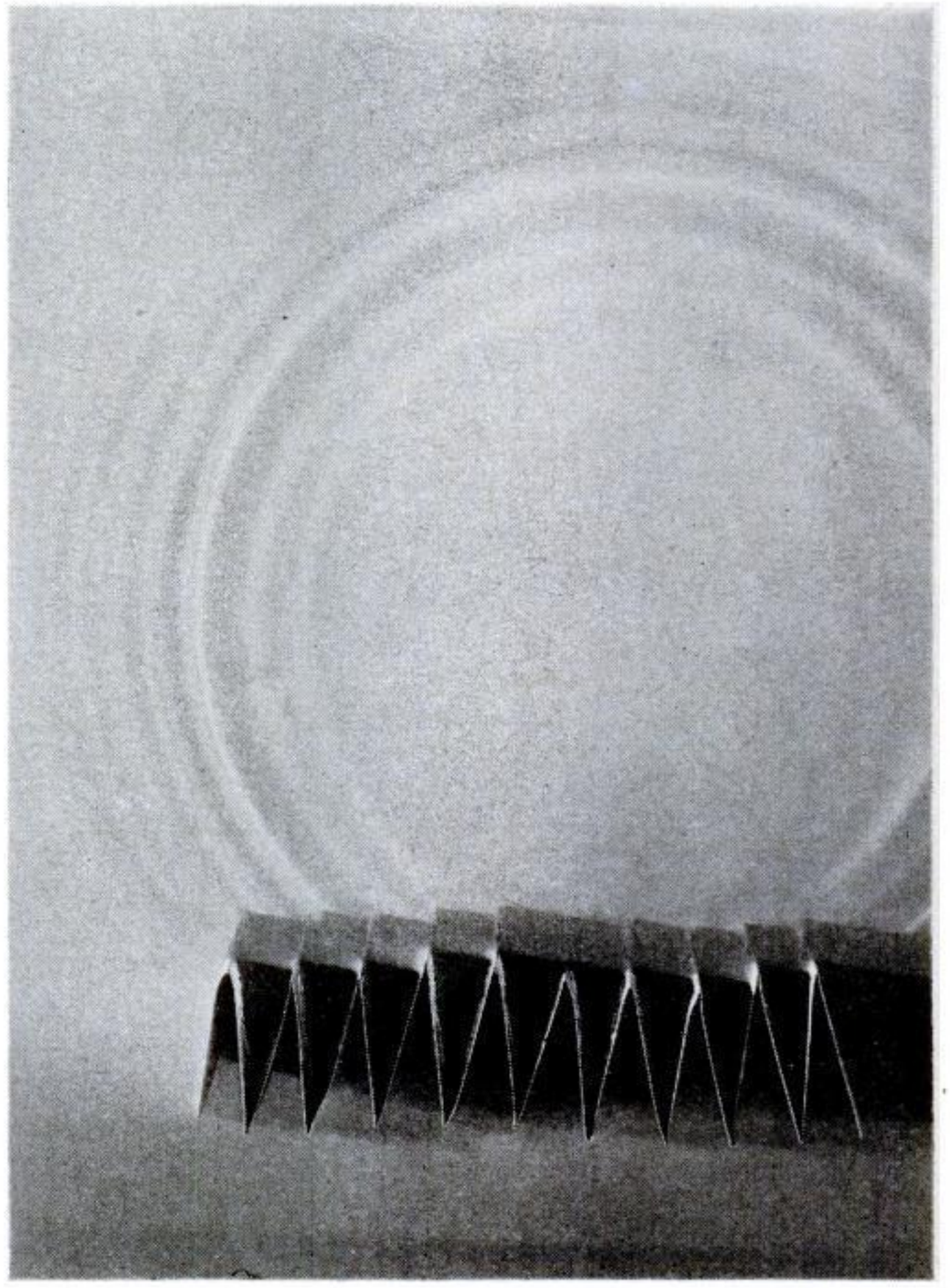
Friendly "Sports"
$6.95 to $7.95
some styles slightly higher

Friendly "Sports" REG U S PAT OFF

EDGEWOOD SHOE COMPANY
NASHVILLE, TENN.



WAVES ARE REFLECTED when they hit a flat, smooth surface. Here the ripples in shallow water are turned back when they come in contact with upright metal plate. Sound waves behave in same way, are reflected as echoes.



WAVES ARE BROKEN UP by deeply indented or corrugated surfaces. Above: ripples striking accordion-pleated metal strip are damped out. Wedges in testing room are made of special porous material that further stifles echoes.

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NOW . . . $9.95

ALSO $12.50 MODEL . . . NOW $9.95

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NOW . . . $7.95

"WORLD'S SMOOTHEST-WRITING PEN"

Rolls Ink on Dry . . . Writes and Writes and Writes Without Refilling!

Now—*save up to 60%* on the EVERSHARP CA* Pen you've always wanted . . . the super-smooth, speed-writing pen with EVERSHARP's exclusive Magic Sphere cartridge! For a *limited time only*—EVERSHARP CA* Pen prices are *slashed up to 60%*. Every color—every combination is included in this sensational sale. Better buy several—*now*—for school, for birthday and business gifts.

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TWO FINE HORSEMEN at a London show are Lord Fortescue, C.B., O.B.E., M.C. (*left*) and Lieut. Colonel R. K. Chiesman.

English Society

A durable aristocracy carries on its traditional social patterns despite an increasing austerity

Observe closely the two gentlemen above, the one with his bowler, the other with his shooting stick. They are upper-class Englishmen, a durable type often ridiculed but also celebrated in Britain's Parliament and civil service and on her battlefields.

This year amid the austerities of Labor Britain they and their way of life seem faintly incongruous. During the London season just ended, their clothes looked shabby. Food was scarce and dull at the big royal horse shows at Richmond (*above*) and Windsor, at London clubs and town houses (*pp. 139-140*) and even during the "huntin' shootin', and fishin'" at the country seats of such pecunious peers as Lord Scarsdale and the Duke of Norfolk (*pp. 134-136*).

A shadow still remained of the prewar English routine, when gentlemen and their retinues moved from the April–June meetings at Newmarket to the summer horse shows near London, the August regatta at Cowes, the September grouse-shooting in Scotland, the November fox-hunting in the country. But while the dignified shadow, like the House of Lords itself, would linger on, the great days were over.

The cause was not England's financial plight, for this was an internal problem. It was not Labor, which has found recruits among the peers (*p. 143*). It was a social revolution begun inadvertently by Tories, now impoverishing the landed aristocracy through almost confiscatory income taxes (maximum: 97.5%) and death duties running more than 75%. Living on the leftovers of a thousand years, often in wings of their castles while sightseers plodded through the halls and parks, the aristocrats still enjoyed a fine season. Not an upper lip grew limp and, as the Duke observed in *The Gondoliers*, "Although I am unhappily in straitened circumstances at present, my social influence is something enormous."

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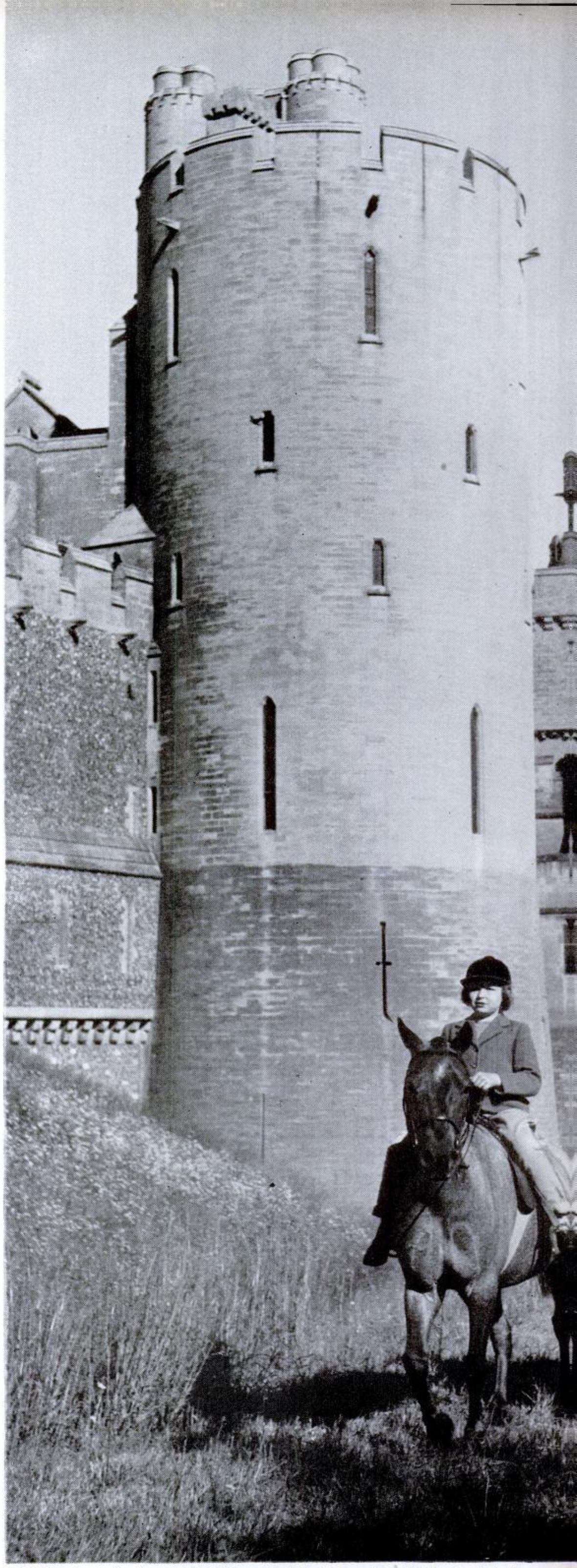
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FISHING is a mainstay of country life at Kedleston, home of Viscount Scarsdale (*left*), who takes his weekend guests to his nearby trout stream by jeep

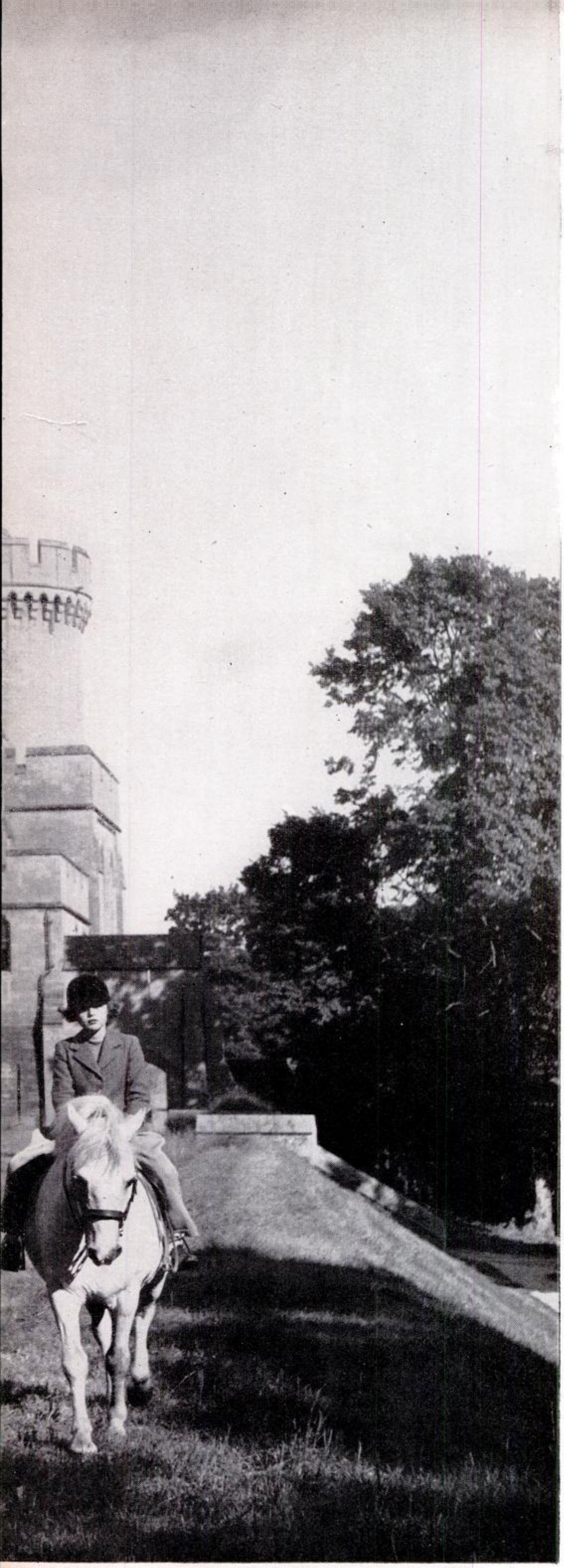


SHOOTING game birds is another big sport at Lord Scarsdale's country estate. With friends (*above*) he is out for pigeons, which cause damage to his crops.

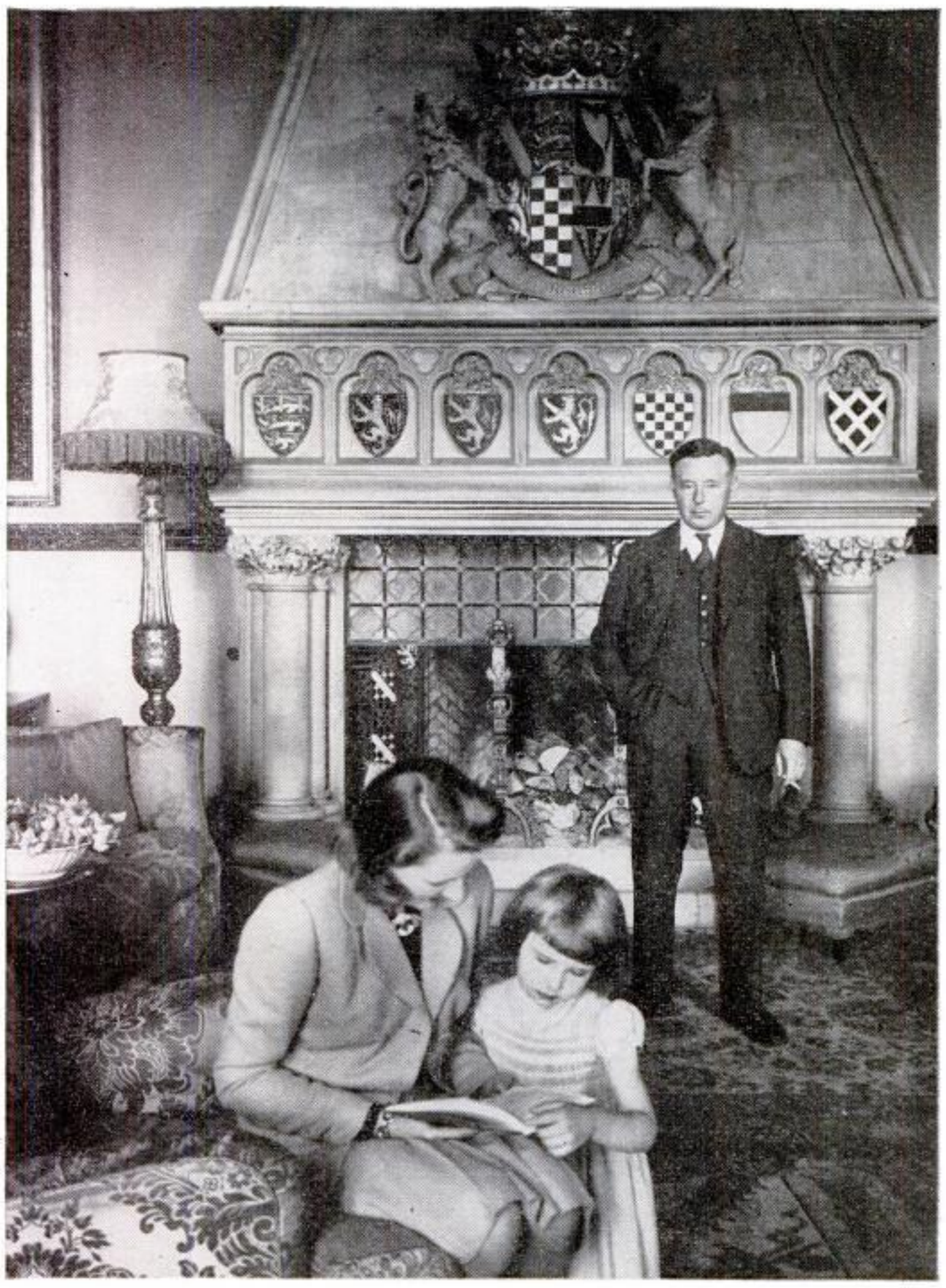


RIDING beneath the crenelated towers of her home, Arundel Castle, is Lady Anne Fitzalan-Howard, 9 (*left*), the eldest daughter of the Duke and Duchess of

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Norfolk, with her house guest, Elizabeth Smith. The castle, which dates back to 901, was besieged three times, now has modern plumbing and a swimming pool.



THE 16TH DUKE OF NORFOLK, the Premier Peer of the Realm, stands before family emblems with his wife and third daughter, Lady Sarah Margaret (*cover*).



NORFOLK AND GUESTS play croquet in the courtyard of Arundel Castle. Duke's ancestral estate contains some 20,000 acres, is maintained by staff of 64.

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GREAT MARBLE HALL, designed in 1761 by Robert Adam, is where Viscount Scarsdale and his wife entertain prominent visitors on state occasions. It is famous for its huge marble pillars and tiger skins, hunting trophies of Lord Curzon, once Viceroy of India and uncle of Lord Scarsdale. With all the other state apartments at Kedleston, the hall is dusted by one housemaid, who takes three long months to complete the job. Then she starts all over again.

CONTINUED ON PAGE 139

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PORTRAIT of the way you'll want to look this season. The suit lines—long and slendering, gently feminine. The color—exciting New Wine. Best of all is the fabric—Milliken's fine 100% virgin wool. So smooth and soft—so truly distinguished! (For the luxurious texture of this fabric, see close-up at right.) Look for the Milliken label next time you shop for beautiful clothes. Look, too, for Milliken Woolens by the yard, and linings in shades to harmonize. In better stores everywhere. *If you'd like to know where to buy this suit, write Milliken Woolens, 450 7th Ave., New York 1, N. Y.*

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The Imported Botanicals they grow start a Tom Collins off right



Yes, sir! These men raise what it takes to start a Tom Collins off *right*—the prized IMPORTED BOTANICALS that make Hiram Walker's Gin so much *tastier.* Tangy *cassia* from China, fragrant *coriander* from Czechoslovakia, spicy *juniper* from Italy—all the wonderful flavor-making herbs and berries that give this grand gin its *extra goodness.*

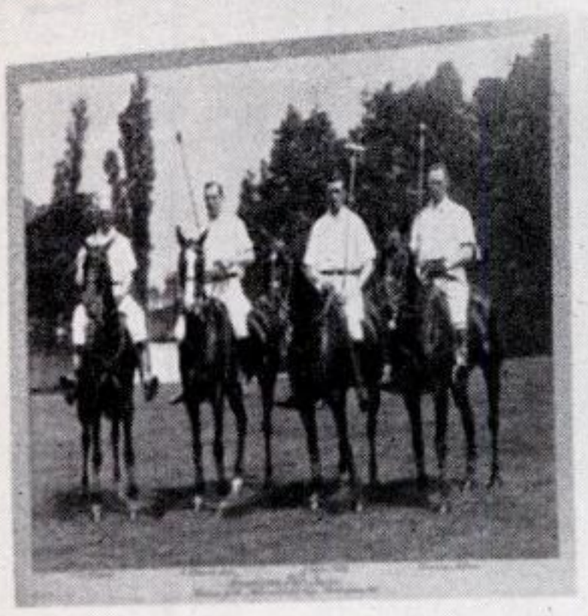
Only the "vintage year" botanicals... finest-flavored of all . . . are good enough for Hiram Walker's Gin. To them Hiram Walker adds its years of skill in making superlative gin.

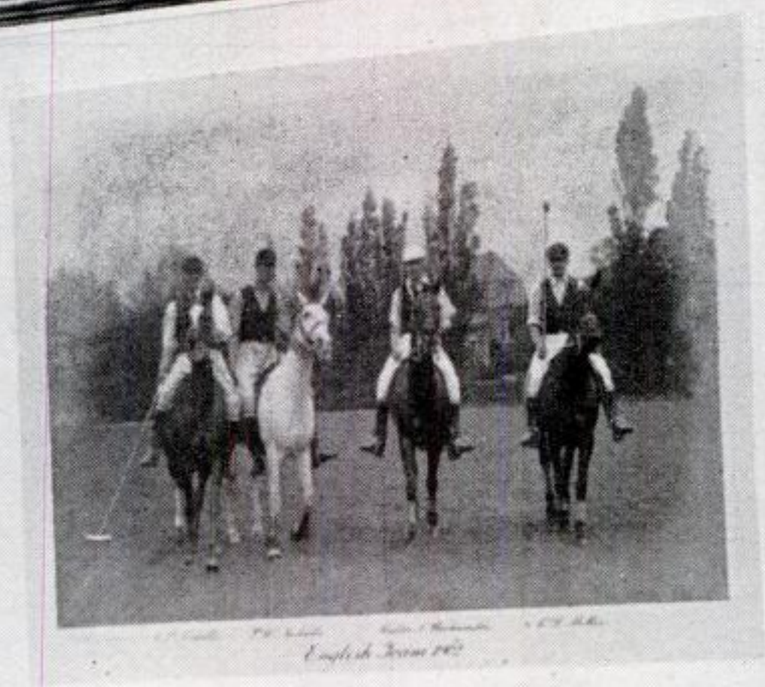
The flavor that starts your Collins off *right* is right there in that bottle of Hiram Walker's Gin.

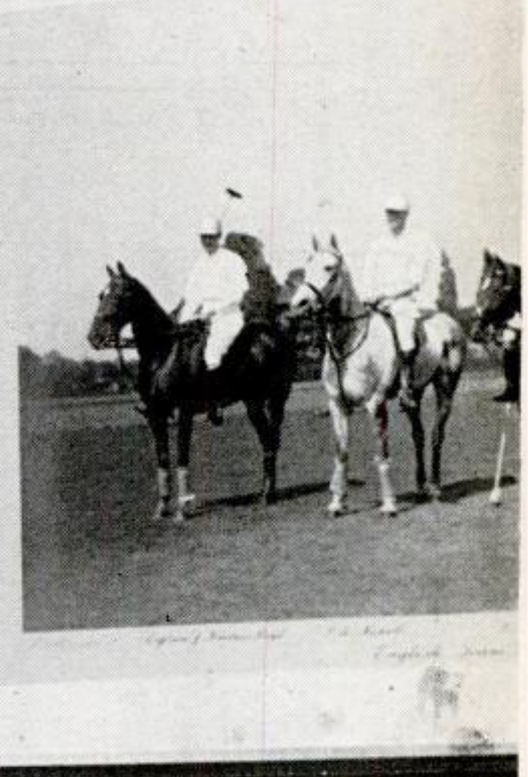
90 proof. Distilled from 100% American grain.
Hiram Walker & Sons Inc., Peoria, Ill.

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IN LONDON'S HURLINGHAM CLUB COLONEL THE HON. J.J. ASTOR (LEFT) AND SIR HAROLD SNAGGE, K.B.E., RECALL PAST TRIUMPHS OF ITS POLO TEAMS

TWO ENGLISH GENTLEMEN CONVERSE IN THEIR CLUB

In the lounge of the famous Hurlingham Club (*above*) sit two English gentlemen of the old school. Sir Harold Snagge (*right*) is the club's past chairman, and Colonel John Jacob Astor is his successor. They are aware that times have changed. Colonel Astor's newspaper, the great London *Times*, once stanchly Tory, now often backs Labor; the club itself, once the elegant center of international polo, may be turned by Labor into a public park.

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Clean out rust with

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Here's a safe, sure way to clean out rust and scale—to get ready for anti-freeze. Just pour a can of DU PONT COOLING SYSTEM CLEANSER into your radiator, run the engine for 30 minutes or more, and drain. No reverse flushing needed. No fussing with the hose or flush gun. A clean cooling system paves the way for top engine efficiency.



Then keep out rust with

DU PONT Acid and Rust INHIBITOR

After cleaning out the radiator, you can keep it free from rust all season by pouring in a can of DU PONT ACID AND RUST INHIBITOR. It prevents rust forming, and keeps out acid, too.



Avoid radiator leaks with

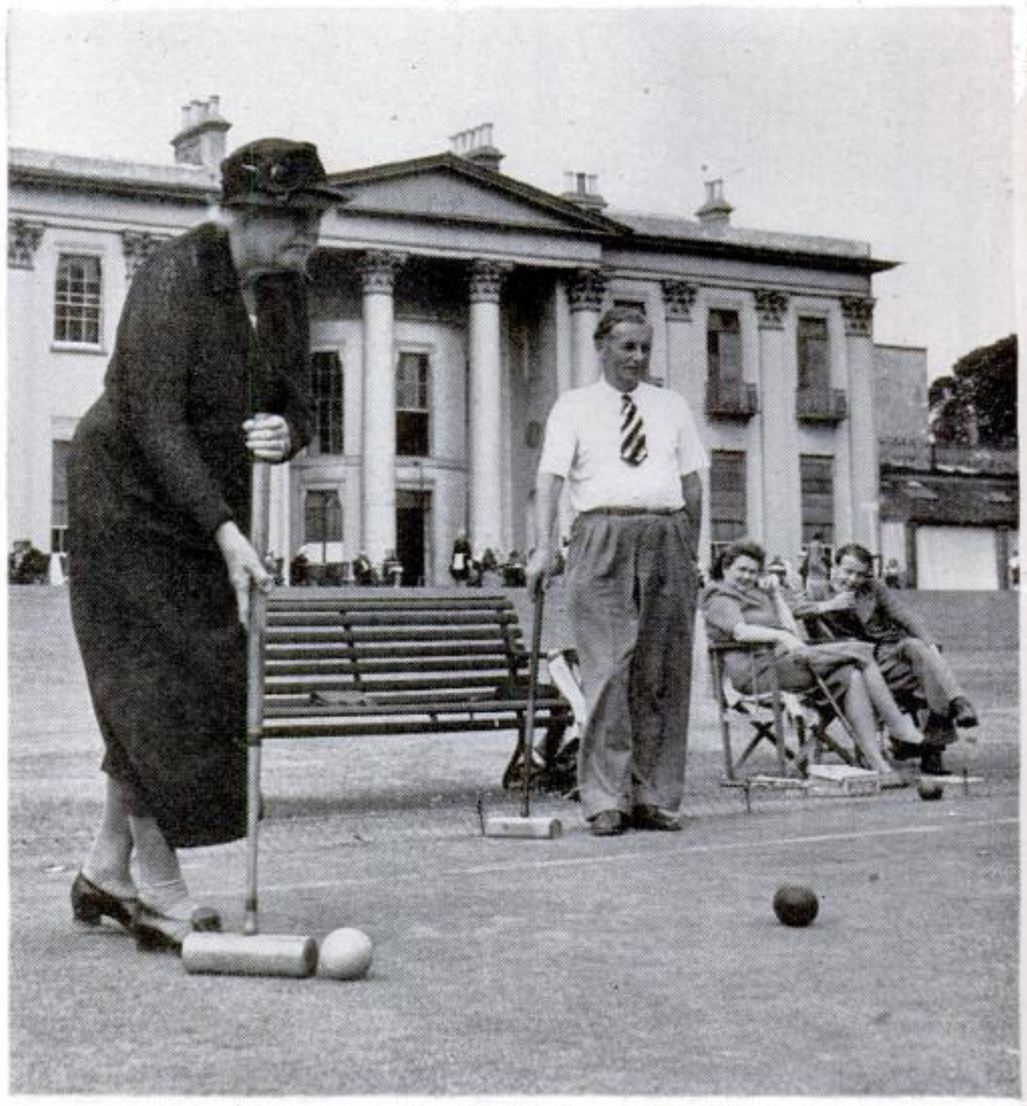
DU PONT Cooling System SEALER

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BETTER THINGS FOR BETTER LIVING
. . . THROUGH CHEMISTRY



CROQUET is a big sport at the Hurlingham Club. The lady is Mrs. R. C. J. Beeton, champion of 1903–4; her opponent is Major Robert Tinguy, retired.

CLUBS AND SALONS ARE STILL ACTIVE

Though the paint on its 18th Century portico is peeling and a lot of new members with money have been accepted, the venerable Hurlingham Club still offers a pleasant haven of tea, tennis and croquet with one's own sort of people, only a few minutes from Piccadilly. But while the older crowd gathers at its clubs, a theatrical, literary and political set likes to meet at town houses like the one on Belgrave Square (*below*). Here in brilliantly decorated salons the habitués like Noel Coward, Lady Peel and the Duchess of Kent exchange quips and well-chiseled epigrams over austerity hors d'oeuvres and weak drinks.



SALON GATHERING in the town house of Henry Channon, M.P. (*right*) formerly owned by Philanthropist Lord Shaftesbury, includes (*from left*) Playwright Terence Rattigan, Lady Juliet Duff, John Cooper and Lord Audley.

CONTINUED ON PAGE 143

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THROUGH THE AGES_
FINE BEER,
GOOD ENTERTAINMENT

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LORD FARINGDON poses by a proletarian mural of himself addressing an outdoor Labor rally. Artist was the Earl of Huntingdon, another Laborite.

FARINGDON IS ONE OF "LABOR LORDS"

Unlike much of England's peerage the 2nd Baron of Faringdon (*above*) has trimmed his sails to stiff winds from the left. One of the most active of the 43 Laborites in the hereditary House of Lords, he regularly entertains socialist groups at his magnificent country seat in Berkshire (*below*). After a prankish, Bertie Woosterish youth (he is said to have started gasoline fires on moats and rivers), Lord Faringdon joined the Labor party in 1934. He donated his limousine to the Spanish Loyalists, who declined it as too expensive to run. During the war he affronted Britons by criticizing Churchill publicly in Russia, then by stating that, if necessary, he was for abolishing the House of Lords.



BUSCOT PARK is the name of Lord Faringdon's 4,500-acre estate, where his socialist weekend guests are likely to run into white peacocks on the lawn.

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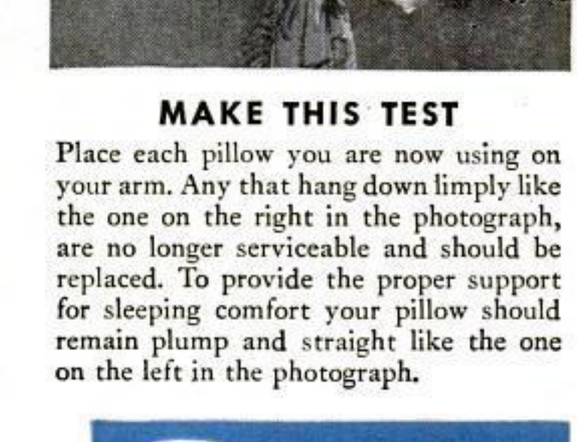
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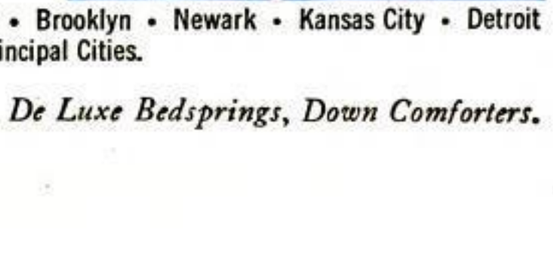


Yes, many folks toss and turn, spend sleepless hours—unaware their pillows are all too often to blame! But now, an utterly new kind of pillow—the Burton Personalized KOT-N-TOP will give you greater sleeping comfort than you've ever known before. Here's a pillow construction years ahead! On the outside, a long-wearing, quality ticking. Then . . . the exclusive Burton Protector for cleanliness and a more luxurious surface softness. Next, a superior quality interlining for further protection. All down and feathers in Burton pillows are IZOLIN processed for extra purity and full plume softness. Made in 5 degrees of softness . . . to give you exactly the type you prefer.

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MAKE THIS TEST

Place each pillow you are now using on your arm. Any that hang down limply like the one on the right in the photograph, are no longer serviceable and should be replaced. To provide the proper support for sleeping comfort your pillow should remain plump and straight like the one on the left in the photograph.

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SKIRT IS THEN FASTENED at rider's left to keep it from dragging.



ORDINARY BREECHES are shown underneath when the skirt is rolled up.



DISMOUNTING, rider unhooks her right knee from the saddle pommel. The lady rider demonstrating this genteel, 700-year-old art is the Hon. Mrs. W. James Baird, O.B.E., at her home, Ranksborough Hall, Oakham. Some 10% of England's lady riders, among them the Princess Elizabeth, still ride sidesaddle.

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"J. M. Ball, Tobacco Auctioneer," painted by David Stone Martin

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